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**Major Retail Centers**  
in Standard Metropolitan  
Statistical Areas

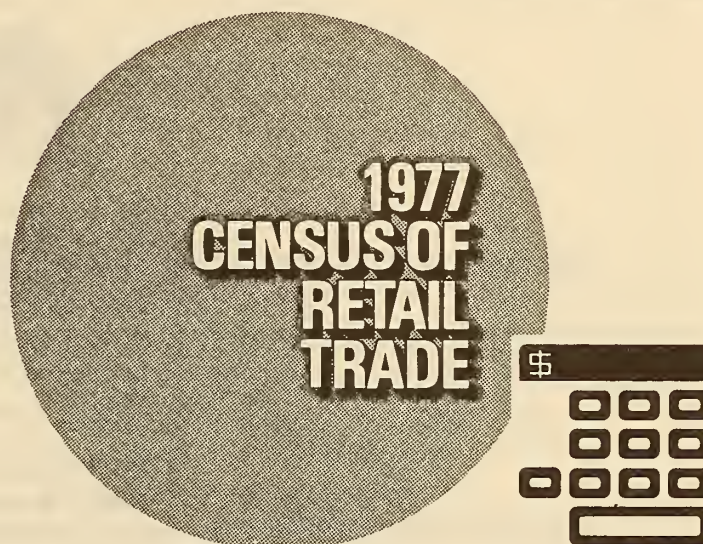
# North Carolina

**1977  
CENSUS OF  
RETAIL  
TRADE**









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**Major Retail Centers**  
in Standard Metropolitan  
Statistical Areas

# North Carolina



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**ACKNOWLEDGMENTS**—Many persons participated in the various activities of the 1977 Census of Retail Trade. Primary direction of the program was performed by Shirley Kallek, Associate Director for Economic Fields, and Richard B. Quanrud, Assistant Director for Economic and Agriculture Censuses.

This report was prepared in the Business Division under the general direction of Tyler R. Sturdevant, Chief. Michael G. Farrell, Assistant Chief for Census Programs, was responsible for overall planning and management of the Division's census programs; he also coordinated activities with other divisions.

Planning and implementing this report were under the direction of Bobby E. Russell, Chief, Retail Census Branch, with primary staff assistance by Dennis P. Pike, Mark E. Wallace, Merrihew Scarborough, Don Overton, Scott Dillon, and John Vignali. Alvin H. Barten, assisted by Sidney O. Marcus, coordinated activities, specifications, and procedures with the other economic censuses. Computer programs were developed under the general supervision of Heyward D. Glisson, Assistant Division Chief for Data Processing. William C. Wester, Chief, Census Programming Branch, assisted by Andrew K. Nelson and Leonard S. Sammarco, was primarily responsible for planning and implementing the programs.

Bureau delineation of major retail centers was conducted by the Field Division, Richard Burt, Chief, under the direction of Darren Althouse, Chief, Economic Surveys Branch, assisted by John Guest.

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This report is a retabulation of selected data from the 1977 Census of Retail Trade previously included in the Geographic Area Series (RC77-A) of reports. The many individuals who contributed to the planning, implementation, and review of the entire census thereby helped make this report possible.

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## WHAT IS IN THE TABLES

**Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts In the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Standard metropolitan statistical area	City	Central business district	Major retail centers			
					No. 2	No. 3	No. 4	No. 5

**Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

**Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text]

**Table 4. Statistics by Kind of Business for the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D]

**Table 5. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1972**

[For meaning of abbreviations and symbols, see introductory text. For CBD boundaries, see maps in 1972 report]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)

**Table 6. Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business**

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Percent change in sales, 1972 to 1977 <sup>1</sup>		
		Central business district <sup>2</sup>	City	Standard metropolitan statistical area

**Table 7. Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977**

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Central business district sales as percent of sales of—	Percent distribution of sales		
		City	Standard metropolitan statistical area	Central business district	City

## AIDS TO TABLE USE

### DESCRIPTIONS OF MAJOR RETAIL CENTERS

The boundaries of each major retail center are described in appendix E. Descriptions begin with the north boundary and continue clockwise through all the boundaries.

### MAPS

The report includes a map of each standard metropolitan statistical area (SMSA) and of each central business district (CBD), showing CBD boundary streets, major roads, and census tracts. It also includes a map showing the location of each CBD, major retail center (MRC), and central city in the SMSA.

### DOLLAR VALUES

All dollar values presented in this report are expressed in current dollars (i.e., 1977 data are expressed in 1977 dollars and 1972 data are expressed in 1972 dollars).

### ABBREVIATIONS AND SYMBOLS

The following abbreviations and symbols are used in this publication:

CBD	Central Business District.
(D)	Withheld to avoid disclosing data for individual companies.
MRC	Major Retail Center.
(NA)	Not available.
(NC)	Not comparable.
SIC	Standard Industrial Classification.
SMSA	Standard Metropolitan Statistical Area.
(X)	Not applicable.
—	Zero.

## INTRODUCTION

HISTORY OF THE ECONOMIC CENSUSES. . . . .	V
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### HISTORY OF THE ECONOMIC CENSUSES

The economic censuses are comprehensive and periodic canvasses of the Nation's industrial and business activities. Taken by the Census Bureau, a part of the U.S. Department of Commerce, the censuses provide a detailed statistical profile of a large segment of the national economy.

The first economic census of the United States was conducted as part of the 1810 decennial census, when inquiries on manufacturing were included with the census of population. All other decennial censuses through 1900, except in 1830, contained questions on manufacturing. In 1904 the quinquennial census of manufacturing began. It was conducted every fifth year until 1920 and every second year from 1921 to 1939. Although some distributive trade data were collected in the decennial census of 1840, the first census of business was taken in 1929. It covered only retail and wholesale trades, but beginning with the second business census in 1933 and in succeeding censuses various services also have been included. Business censuses were subsequently taken for 1935 and 1939 and after a wartime interruption were resumed in 1948. Beginning in 1954, and continuing in the censuses of 1958, 1963, 1967, and 1972, the business censuses have been conducted concurrently with the censuses of manufactures and mineral industries. Beginning with the 1967 censuses, Congress authorized the economic censuses to be taken at 5-year intervals covering years ending in "2" and "7".

### USES OF THE ECONOMIC CENSUSES

The economic censuses are the primary source of facts about the structure and functioning of the economy and, therefore, provide information essential for both government and business. The censuses furnish an important part of the framework for such composite measures as the national accounts. In forecasting and planning, they are especially useful in analyzing the national product in terms of the transactions that determine its size and composition. The economic censuses also provide weights and benchmarks for indexes of industrial production, productivity, and price, all of which are essential for understanding current economic developments.

Manufacturers and distributors make widespread use of the economic censuses in establishing measures of their potential markets by areas, kinds of businesses, and kinds of products. Management in various industries and trades get facts from them

for use in economic or sales forecasting, analyzing sales performance, laying out sales territories, allocating advertising budgets, and locating plants, warehouses, and stores. Trade organizations use census statistics for insight into changes in the structure of industry. State and local governments use the geographic detail that describes the patterns of economic change in individual communities. Local business organizations and research groups do too.

Following every census, reports are purchased by thousands of businesses and other users; likewise, census facts are widely disseminated by trade associations, business journals, and the daily press. Volumes containing census statistics are available in most major public and college libraries.

### AUTHORITY AND SCOPE OF THE ECONOMIC CENSUSES

The economic censuses are required by law under title 13 of the United States Code, sections 131, 191, and 224, which direct that they be taken at 5-year intervals. The 1977 Economic Censuses covered manufacturing, mining and quarrying, construction industries, retail trade, wholesale trade, service industries, and selected transportation activities. The next economic censuses are scheduled to be taken in 1983 covering the year 1982.

### CENSUS OF RETAIL TRADE

The 1977 Census of Retail Trade, part of the 1977 Economic Censuses, covered retail trade as defined in the Standard Industrial Classification (SIC) Manual.<sup>1</sup> It included all establishments primarily engaged in selling merchandise for personal or household consumption and rendering services incidental to the sale of the goods. It excluded governmental organizations classified in the covered industries except for liquor stores operated by State and local governments. It also excluded data for direct sellers (SIC 5963) with no paid employees and post exchanges, ship stores, and similar establishments operated on military posts by agencies of the Federal Government. In the Major Retail Center series of reports only, data for nonstore retailers (SIC 596) were excluded. The basic tabulations in this report do not include data for central administrative offices (CAO's), captive warehouses, and other units which service or are auxiliary to retail establishments within the same organization. Data for CAO's and auxiliaries will be found in a subsequent report issued as part of the subject series of the 1977 Enterprise Statistics survey.

<sup>1</sup> Standard Industrial Classification Manual: 1972. For sale by Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402. Stock No. 4101-0066. Price \$6.75. 1977 Supplement. Stock No. 003-005-00176-0. Price 90 cents.



For the 1977 Census of Retail Trade, large- and medium-size firms, plus all firms known to operate more than one establishment, were sent questionnaires to be completed and returned to the Bureau by mail. For most very small firms, including those with no paid employees, data from existing records of the Internal Revenue Service (IRS) and the Social Security Administration (SSA) were used instead. The two sources produced basic information on location, kind of business, volume of sales and payrolls, and number of employees. In addition, more detailed information for selected kinds of business was obtained on the various questionnaires.

Appendix A gives a more detailed explanation of census coverage and methodology.

## MAJOR RETAIL CENTERS

This report represents a recompilation of data collected in the 1977 Census of Retail Trade into the two types of areas which have been delineated for the report: (1) Central business districts (CBD's); and (2) major retail centers (MRC's). The report covers each standard metropolitan statistical area (SMSA) in the State and presents statistics for these concentrations of retail stores located in each SMSA.

### Delineation

The delineation of central business districts was determined in consultation with local census statistical areas committees (CSAC's). However, some eligible cities do not have a CBD because they chose not to participate in the CBD delineation program. The CSAC's were also invited to participate for the first time in both the delineation of major retail centers and the listing of stores in the delineated areas, following guidelines provided by the Bureau. Approximately 85 percent of the CSAC's participated. In preparing for the evaluation and implementation of the MRC program, the Bureau suggested that a broad cross section of local data users involved with retail trade data be urged to provide input to the CSAC.

A major advantage was realized by CSAC's which chose to participate in the MRC delineation program. The people most familiar with the local metropolitan area and its concentration of retail activity became involved in delineating the MRC's in their own areas. In areas where CSAC's did not participate, a Bureau employee did the delineation of MRC's and the listing of stores in the delineated areas. Appendix F identifies which areas were delineated by CSAC's and which were delineated by the Bureau.

### Central Business District

A "central business district," as defined by the Bureau, is the defined downtown retail area of an SMSA central city, or other SMSA city of 50,000 or more persons. A CBD is an area of very high land valuation; high concentration of retail businesses, offices, theaters, hotels, and "service" businesses; and high traffic flow. It is defined by existing census tract boundaries and consists of one or more whole census tracts. Census tracts are small, relatively permanent areas into which large cities and adjacent areas have been divided to show comparable small-area

statistics. Data for CBD's are published only in reports of the census of retail trade.

In 1972, CBD's were enumerated only for SMSA cities with 100,000 inhabitants or more. The CBD definition for 1977 was changed so that areas defined as downtown business areas (DBA's) in the 1972 censuses became CBD's for the 1977 censuses.

### Major Retail Center

A "major retail center" is a concentration of at least 25 retail stores<sup>1</sup> located inside an SMSA but outside a CBD. At least one of the 25 stores must be a general merchandise store (SIC 53) with a minimum of 100,000 square feet of total under-roof floor space.<sup>2</sup> MRC's include planned suburban shopping centers as well as unplanned centers such as older "string streets" (continuous businesses along a thoroughfare with few cross streets containing any businesses) and combinations of planned and unplanned centers. Where the MRC is a planned center, the boundaries encompass all retail stores in the center. Where the MRC is an unplanned center, each block within the boundaries should have at least one general merchandise store (SIC 53); apparel store (SIC 56); furniture, home furnishings and equipment store (SIC 57); or miscellaneous shopping goods store (SIC 594). MRC's are defined in SMSA's existing as of December 31, 1977, except for the last five SMSA's defined (see Geographic Areas Covered). Data for MRC's are published only in the census of retail trade.

In 1972, MRC's were defined by the Bureau as those concentrations of retail stores (located inside the standard metropolitan statistical area but outside the CBD) having at least \$5 million in retail sales and at least 10 retail establishments, one of which was classified as a department store (SIC 531).

### Historical Data

The report on major retail centers was begun as a part of the 1954 Census of Business, which provided data for 95 CBD's. In the 1958 Census of Business, data were published for 109 CBD's and, for the first time, for 472 MRC's located in 97 SMSA's. The 1963 Census of Business included data for 131 CBD's and 972 MRC's located in 116 SMSA's. In the 1967 Census of Business, the program was expanded to cover all 230 SMSA's, containing 134 CBD's and 1,556 MRC's. The 1972 Census of Retail Trade covered 259 SMSA's, containing 144 CBD's and 2,137 MRC's.

The scope of the MRC program was modified slightly for the 1977 censuses so that the Bureau could continue to publish MRC data but remain within funding limitations. (These modifications are described in the definitions of CBD's and MRC's above.) The 1977 Census of Retail Trade covered 272 SMSA's containing 386 CBD's and approximately 1,450 MRC's.

<sup>1</sup> An MRC which had 25 stores or more at time enumeration was done may have had less than 25 stores at end of 1977. Thus data may be shown for a few MRC's which presently have less than 25 stores.

<sup>2</sup> Minimum square footage criterion was waived in a few special cases at request of local CSAC.



## CENSUS DISCLOSURE RULES

In accordance with Federal law governing census reports, no data are published that would disclose the operations of an individual establishment or business. However, the number of establishments in a kind of business classification is not considered a disclosure so this item may be given even though other information is withheld.

Because most MRC's and several CBD's tend to have a relatively small number of establishments, it generally is not possible to provide separate kind-of-business data (except for establishment counts) for these small areas without disclosing operations of individual establishments. For this reason, data on payroll and number of employees are limited to totals and sales data are limited to only—

1. Total retail stores.<sup>1 2</sup>
2. Convenience goods stores, i.e., food stores (SIC 54), eating and drinking places (SIC 58), and drug and proprietary stores (SIC 591).
3. Shopping goods (GAF) stores, i.e., general merchandise stores (SIC 53), apparel and accessory stores (SIC 56), furniture, home furnishings, and equipment stores (SIC 57), and miscellaneous shopping goods stores (SIC 594).

<sup>1</sup> For all establishments, including those with no payroll.

<sup>2</sup> Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

4. All other stores (SIC's 52, 55, and 59 except 591, 594, and 596).

For those MRC's and CBD's which had more than 100 retail stores, separate kind-of-business data are presented for establishment count, sales, payroll, and number of employees.

Data for nonstore retailers are not included in the Major Retail Centers report. For the definitions of the kind-of-business categories for which data are shown, see "Kind-of-Business Classifications" in appendix A.

## GEOGRAPHIC AREAS COVERED

This series of reports presents data for establishments located in CBD's and MRC's in SMSA's in each State. The SMSA's covered are those defined by the Office of Management and Budget as of December 31, 1977, except for the last five SMSA's defined: Bradenton, Fla.; Grand Forks, N. Dak.-Minn.; Kokomo, Ind.; Lawrence, Kans.; and Panama City, Fla. These SMSA's were defined too late to be included in the 1977 MRC program. In addition to MRC and CBD data, data are shown for each SMSA in the State and for each central city and all other SMSA cities of 50,000 inhabitants or more for which a CBD was defined by a local census area committee. Data for SMSA's which cross State lines appear only in the report for the State in which the SMSA is primarily located.





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The following are common to each SMSA which has a central business district and at least one major retail center. Applicable tables and maps have been omitted in areas where either no central business district or no major retail center existed.

## MAPS

Standard Metropolitan Statistical Area  
Central Business Districts  
Major Retail Centers

## TABLES

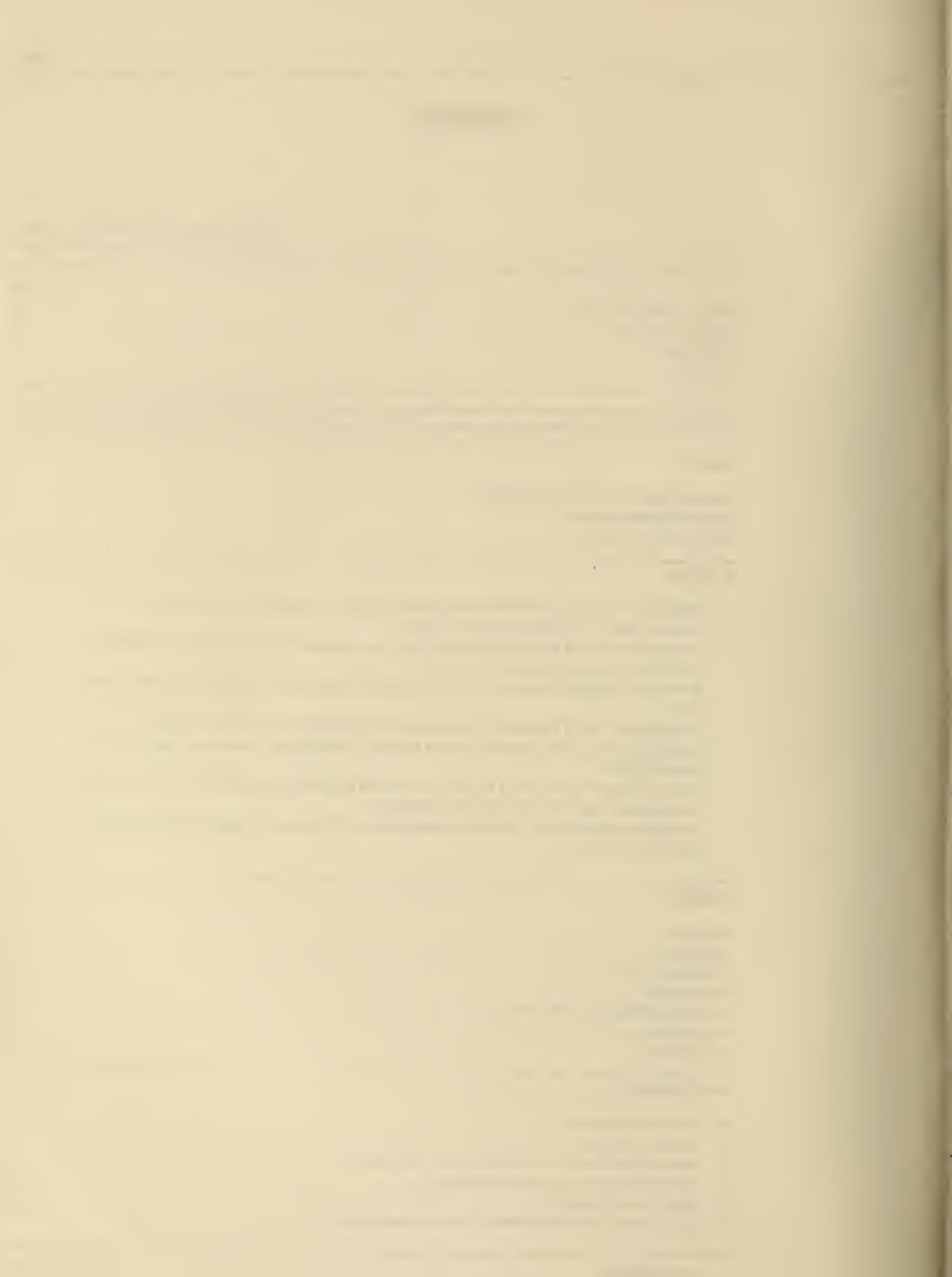
1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977
2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977
3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977
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6. Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business
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## SMSA's

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Burlington . . . . .	14
Charlotte-Gastonia . . . . .	22
Fayetteville . . . . .	39
Greensboro-Winston-Salem-High Point . . . . .	51
Raleigh-Durham . . . . .	75
Wilmington . . . . .	91

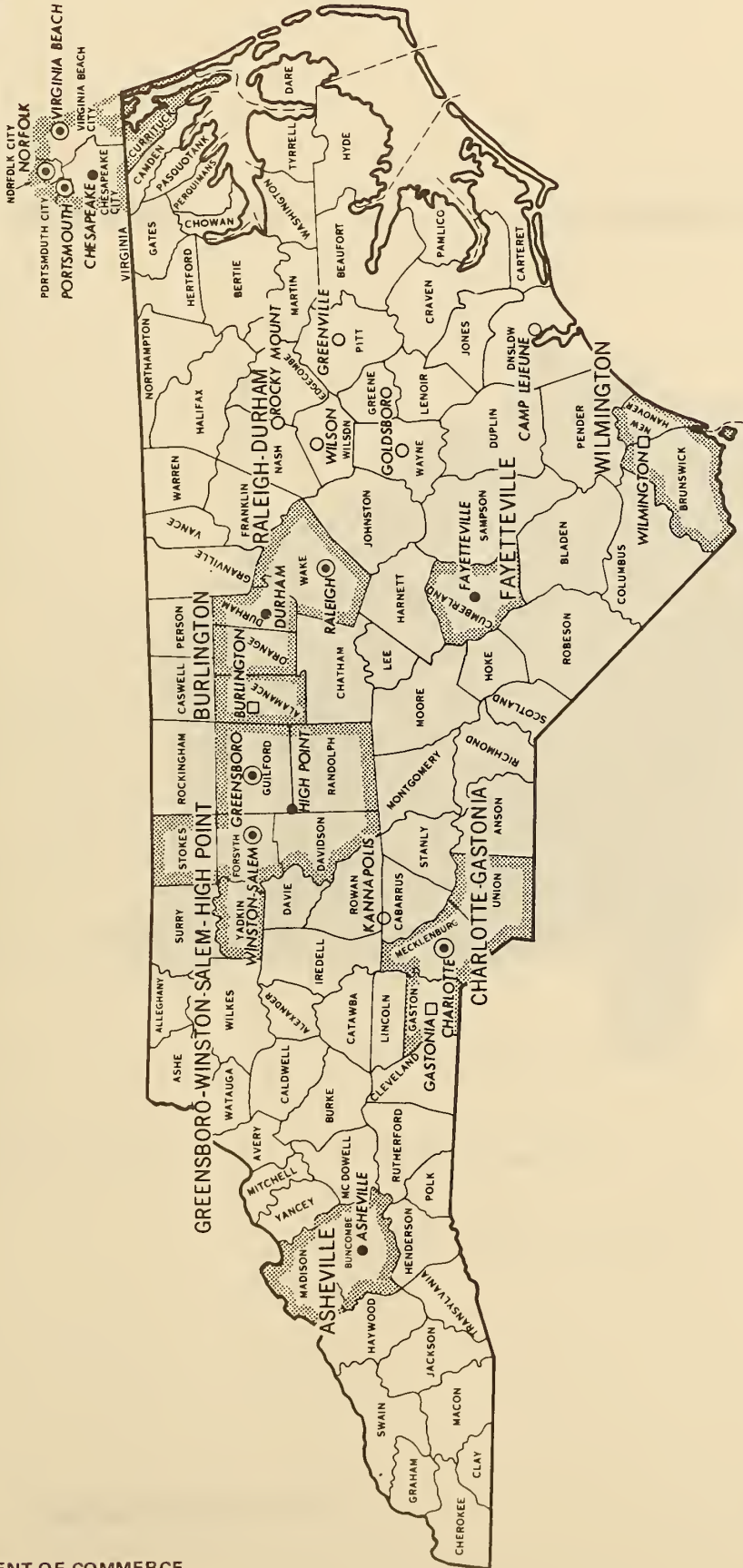
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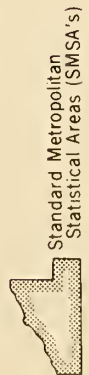


NORFOLK-VIRGINIA BEACH-PORTSMOUTH



LEGEND

- Places of 100,000 or more inhabitants
- Places of 50,000 to 100,000 inhabitants
- Central cities of SMSA's with fewer than 50,000 inhabitants
- Places of 25,000 to 50,000 inhabitants outside SMSA's



ASHEVILLE

Standard Metropolitan Statistical Area





## ASHEVILLE

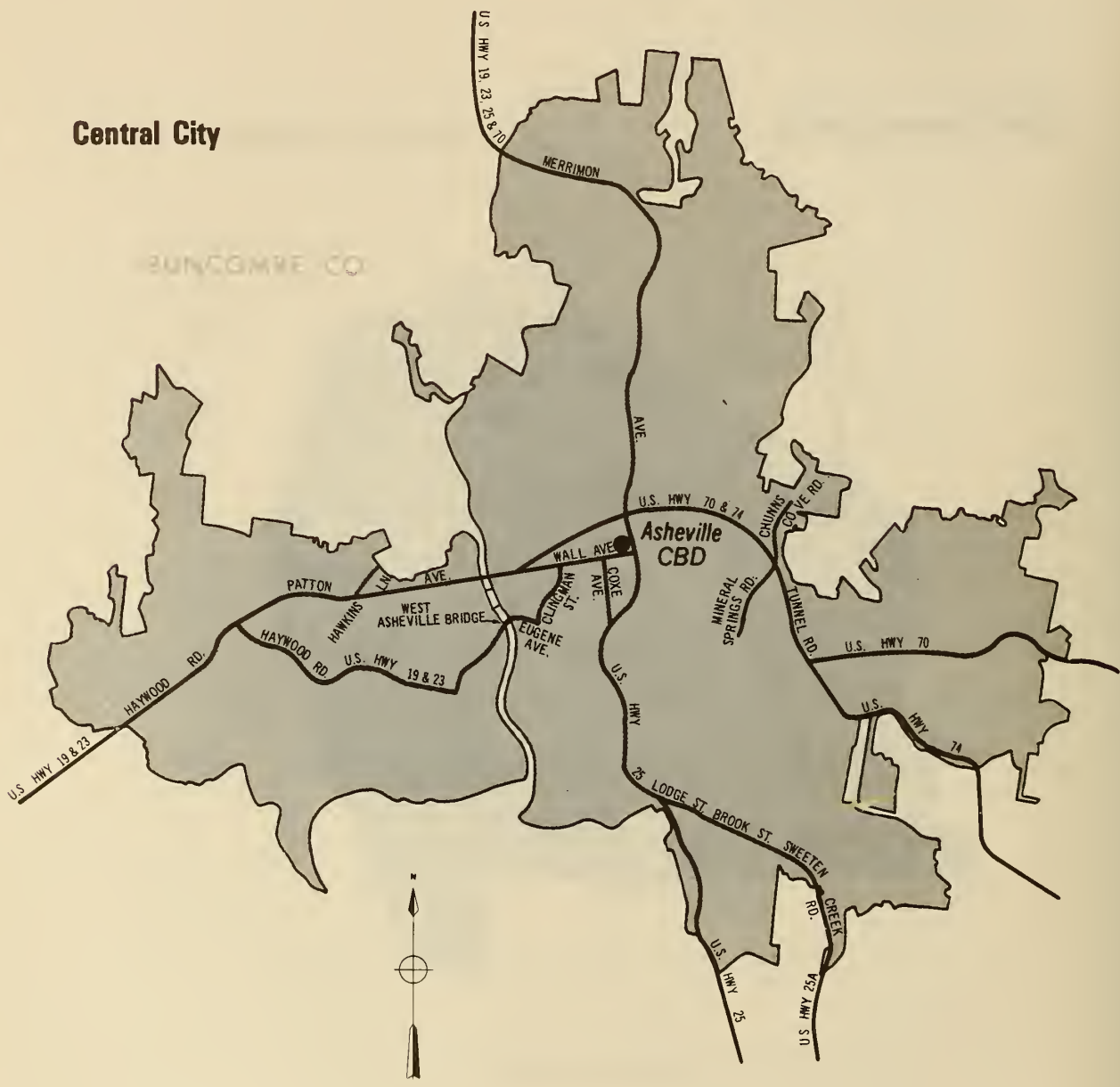
## Central Business District



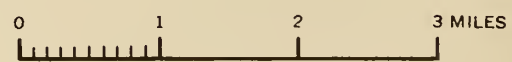
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# ASHEVILLE



- Central Business District
- Central City





**Table 1. Statistics by Kind of Business for Central Business Districts in the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Standard metropolitan statistical area	City	Central business district
	<b>Retail stores:<sup>1 2</sup></b>			
	Number -----	1 405	814	140
	Sales (\$1,000) -----	569 978	376 847	39 206
	Payroll entire year (\$1,000) -----	64 519	47 386	5 719
	Paid employees for week including March 12 ---	9 948	(D)	869
54, 58, 591	<b>Convenience goods stores:</b>			
	Number -----	475	272	37
	Sales (\$1,000) -----	(D)	(D)	5 477
53, 56, 57; 594	<b>Shopping goods stores (GAF):<sup>3</sup></b>			
	Number -----	377	245	68
	Sales (\$1,000) -----	144 875	(D)	18 978
52, 55, 59, ex. 591, 4, 6	<b>All other stores:</b>			
	Number -----	553	297	35
	Sales (\$1,000) -----	(D)	(D)	14 751
	<b>Number of Establishments</b>			
	<b>Retail stores<sup>1 2</sup> -----</b>	<b>1 405</b>	<b>814</b>	<b>140</b>
52	Building materials, hardware, garden supply, and mobile home dealers -----	75	39	3
525	Hardware stores -----	25	12	1
52 ex. 525	Other -----	50	27	2
53	<b>General merchandise group stores -----</b>	<b>43</b>	<b>20</b>	<b>4</b>
531	Department stores <sup>4</sup> -----	9	8	2
533	Variety stores -----	22	8	1
539	Miscellaneous general merchandise stores -----	12	4	1
54	<b>Food stores<sup>5</sup> -----</b>	<b>198</b>	<b>86</b>	<b>9</b>
541	Grocery stores -----	166	64	7
55 ex. 554	<b>Automotive dealers -----</b>	<b>135</b>	<b>80</b>	<b>8</b>
554	<b>Gasoline service stations -----</b>	<b>157</b>	<b>78</b>	<b>5</b>
56	<b>Apparel and accessory stores -----</b>	<b>107</b>	<b>75</b>	<b>24</b>
561	Men's and boys' clothing and furnishings stores --	14	8	1
562, 3, 8	Women's clothing and specialty stores and furriers -----	45	36	9
562	Women's ready-to-wear stores -----	39	31	8
565	Family clothing stores -----	20	10	4
566	Shoe stores -----	22	17	7
564, 9	Other apparel and accessory stores -----	6	4	3
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>103</b>	<b>63</b>	<b>16</b>
5712	Furniture stores -----	28	17	7
5713, 4, 9	Home furnishings stores -----	31	16	5
572, 3	Household appliance, radio, television, and music stores -----	44	30	4
58	<b>Eating and drinking places -----</b>	<b>231</b>	<b>161</b>	<b>25</b>
5812	Eating places -----	192	133	20
5813	Drinking places (alcoholic beverages) -----	39	28	5
591	<b>Drug and proprietary stores -----</b>	<b>46</b>	<b>25</b>	<b>3</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>6</sup> -----</b>	<b>310</b>	<b>187</b>	<b>43</b>
592	Liquor stores -----	19	11	2
594	Miscellaneous shopping goods stores -----	124	87	24
5992	Florists -----	32	14	4

<sup>1</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>2</sup>For all establishments, including those with no payroll.

<sup>3</sup>Stores in general merchandise, apparel, and furniture major groups, and miscellaneous shopping goods group. These stores specialize in department store merchandise.

<sup>4</sup>Includes sales from catalog order desks.

<sup>5</sup>Includes data not covered by SIC 541.

<sup>6</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 2. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1977**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
<b>Asheville CBD</b>						
	<b>Retail stores<sup>2</sup> -----</b>	<b>140</b>	<b>39 206</b>	<b>5 719</b>	<b>1 410</b>	<b>869</b>
<b>52</b>	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	<b>3</b>	<b>540</b>	<b>121</b>	<b>29</b>	<b>16</b>
525	Hardware stores -----	1	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	2	(D)	(D)	(D)	(D)
<b>53</b>	<b>General merchandise group stores -----</b>	<b>4</b>	<b>6 305</b>	<b>899</b>	<b>220</b>	<b>167</b>
531	Department stores <sup>3</sup> -----	2	(D)	(D)	(D)	(D)
533	Variety stores -----	1	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	1	(D)	(D)	(D)	(D)
<b>54</b>	<b>Food stores<sup>4</sup> -----</b>	<b>9</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
541	Grocery stores -----	7	(D)	(D)	(D)	(D)
<b>55 ex. 554</b>	<b>Automotive dealers -----</b>	<b>8</b>	<b>9 352</b>	<b>1 025</b>	<b>288</b>	<b>103</b>
<b>554</b>	<b>Gasoline service stations -----</b>	<b>5</b>	<b>2 802</b>	<b>125</b>	<b>17</b>	<b>13</b>
<b>56</b>	<b>Apparel and accessory stores -----</b>	<b>24</b>	<b>5 757</b>	<b>1 132</b>	<b>262</b>	<b>174</b>
561	Men's and boys' clothing and furnishings stores -----	1	(D)	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers -----	9	2 538	497	120	93
562	Women's ready-to-wear stores -----	8	(D)	(D)	(D)	(D)
565	Family clothing stores -----	4	892	239	59	30
566	Shoe stores -----	7	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores -----	3	(D)	(D)	(D)	(D)
<b>57</b>	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>16</b>	<b>4 565</b>	<b>826</b>	<b>194</b>	<b>102</b>
5712	Furniture stores -----	7	2 407	418	99	47
5713, 4, 9	Home furnishings stores -----	5	412	70	16	13
572, 3	Household appliance, radio, television, and music stores -----	4	1 746	338	79	42
<b>58</b>	<b>Eating and drinking places -----</b>	<b>25</b>	<b>1 603</b>	<b>418</b>	<b>104</b>	<b>86</b>
5812	Eating places -----	20	1 443	412	102	84
5813	Drinking places (alcoholic beverages) -----	5	160	6	2	2
<b>591</b>	<b>Drug and proprietary stores -----</b>	<b>3</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
<b>59 ex. 591, 6</b>	<b>Miscellaneous retail stores<sup>5</sup> -----</b>	<b>43</b>	<b>4 408</b>	<b>802</b>	<b>186</b>	<b>140</b>
592	Liquor stores -----	2	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores -----	24	2 351	436	109	72
5992	Florists -----	4	413	118	27	20

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.



**Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Asheville</b>					
	<b>Retail stores<sup>2</sup>-----</b>	<b>814</b>	<b>376 847</b>	<b>47 386</b>	<b>10 997</b>	<b>7 277</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	<b>39</b>	<b>24 178</b>	<b>2 552</b>	<b>586</b>	<b>290</b>
525	Hardware stores -----	12	(D)	588	157	89
52 ex. 525	Other -----	27	(D)	1 964	429	201
53	<b>General merchandise group stores -----</b>	<b>20</b>	<b>(D)</b>	<b>11 836</b>	<b>2 636</b>	<b>1 738</b>
531	Department stores <sup>3</sup> -----	8	(D)	(D)	(D)	(D)
533	Variety stores -----	8	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	4	(D)	(D)	(D)	(D)
54	<b>Food stores<sup>4</sup>-----</b>	<b>86</b>	<b>57 781</b>	<b>5 155</b>	<b>1 254</b>	<b>799</b>
541	Grocery stores -----	64	55 456	4 748	1 168	713
55 ex. 554	<b>Automotive dealers -----</b>	<b>80</b>	<b>79 518</b>	<b>7 544</b>	<b>1 802</b>	<b>651</b>
554	<b>Gasoline service stations -----</b>	<b>78</b>	<b>28 962</b>	<b>1 778</b>	<b>444</b>	<b>287</b>
56	<b>Apparel and accessory stores -----</b>	<b>75</b>	<b>19 033</b>	<b>3 095</b>	<b>754</b>	<b>540</b>
561	Men's and boys' clothing and furnishings stores -----	8	(D)	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers -----	36	7 433	1 091	252	218
562	Women's ready-to-wear stores -----	31	(D)	(D)	(D)	(D)
565	Family clothing stores -----	10	(D)	1 028	281	173
566	Shoe stores -----	17	(D)	647	148	91
564, 9	Other apparel and accessory stores -----	4	(D)	(D)	(D)	(D)
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>63</b>	<b>13 521</b>	<b>2 181</b>	<b>498</b>	<b>285</b>
5712	Furniture stores -----	17	(D)	779	182	90
5713, 4, 9	Home furnishings stores -----	16	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	30	(D)	(D)	(D)	(D)
58	<b>Eating and drinking places -----</b>	<b>161</b>	<b>33 047</b>	<b>8 399</b>	<b>1 842</b>	<b>1 965</b>
5812	Eating places -----	133	31 139	8 064	1 754	1 860
5813	Drinking places (alcoholic beverages) -----	28	1 908	335	88	105
591	<b>Drug and proprietary stores -----</b>	<b>25</b>	<b>(D)</b>	<b>1 847</b>	<b>467</b>	<b>254</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup> -----</b>	<b>187</b>	<b>(D)</b>	<b>2 999</b>	<b>714</b>	<b>468</b>
592	Liquor stores -----	11	(D)	330	84	37
594	Miscellaneous shopping goods stores -----	87	9 976	1 517	362	254
5992	Florists -----	14	(D)	241	57	43

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

Table 4. Statistics by Kind of Business for the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
<b>Asheville, N.C., SMSA</b>						
	<b>Retail stores<sup>2</sup>-----</b>	<b>1 405</b>	<b>569 978</b>	<b>64 519</b>	<b>15 019</b>	<b>9 948</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	<b>75</b>	<b>39 184</b>	<b>4 109</b>	<b>908</b>	<b>464</b>
525	Hardware stores -----	25	5 434	794	200	120
52 ex. 525	Other -----	50	33 750	3 315	708	344
53	<b>General merchandise group stores -----</b>	<b>43</b>	<b>87 742</b>	<b>12 641</b>	<b>2 822</b>	<b>1 881</b>
531	Department stores <sup>3</sup> -----	9	67 895	10 506	2 358	1 458
533	Variety stores -----	22	(D)	1 589	342	326
539	Miscellaneous general merchandise stores -----	12	(D)	546	122	97
54	<b>Food stores<sup>4</sup> -----</b>	<b>198</b>	<b>124 259</b>	<b>9 108</b>	<b>2 194</b>	<b>1 449</b>
541	Grocery stores -----	166	121 475	8 699	2 106	1 362
55 ex. 554	<b>Automotive dealers -----</b>	<b>135</b>	<b>121 194</b>	<b>11 224</b>	<b>2 674</b>	<b>980</b>
554	<b>Gasoline service stations -----</b>	<b>157</b>	<b>51 702</b>	<b>2 915</b>	<b>704</b>	<b>506</b>
56	<b>Apparel and accessory stores -----</b>	<b>107</b>	<b>24 627</b>	<b>3 995</b>	<b>972</b>	<b>725</b>
561	Men's and boys' clothing and furnishings stores -----	14	(D)	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers -----	45	11 023	1 743	418	367
562	Women's ready-to-wear stores -----	39	(D)	1 645	398	350
565	Family clothing stores -----	20	6 165	1 109	300	190
566	Shoe stores -----	22	4 378	670	153	95
564, 9	Other apparel and accessory stores -----	6	(D)	(D)	(D)	(D)
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>103</b>	<b>21 176</b>	<b>3 247</b>	<b>801</b>	<b>410</b>
5712	Furniture stores -----	28	9 437	1 526	414	176
5713, 4, 9	Home furnishings stores -----	31	3 611	428	94	56
572, 3	Household appliance, radio, television, and music stores -----	44	8 128	1 293	293	178
58	<b>Eating and drinking places -----</b>	<b>231</b>	<b>43 955</b>	<b>10 860</b>	<b>2 377</b>	<b>2 554</b>
5812	Eating places -----	192	41 510	10 493	2 280	2 441
5813	Drinking places (alcoholic beverages) -----	39	2 445	367	97	113
591	<b>Drug and proprietary stores -----</b>	<b>46</b>	<b>(D)</b>	<b>2 492</b>	<b>611</b>	<b>363</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup> -----</b>	<b>310</b>	<b>(D)</b>	<b>3 928</b>	<b>956</b>	<b>616</b>
592	Liquor stores -----	19	8 517	472	118	59
594	Miscellaneous shopping goods stores -----	124	11 330	1 618	385	271
5992	Florists -----	32	1 733	329	81	68

<sup>1</sup>For all establishments, including those with no payroll.<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).<sup>3</sup>Includes sales from catalog order desks.<sup>4</sup>Includes data not covered by SIC 541.<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 5. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1972**

[For meaning of abbreviations and symbols, see introductory text. For CBD boundaries, see maps in 1972 report]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1972 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Asheville</b>					
	Retail stores <sup>2</sup> -----	178	74 242	11 470	2 791	2 423
52	Building materials, hardware, garden supply, and mobile home dealers -----	4	1 392	163	39	29
525	Hardware stores -----	1	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	3	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	13	35 904	5 980	1 470	1 368
531	Department stores <sup>3</sup> -----	5	33 367	5 530	1 362	1 259
533	Variety stores -----	2	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	6	(D)	(D)	(D)	(D)
54	Food stores -----	13	1 785	155	35	29
55 ex. 554	Automotive dealers -----	7	11 425	1 240	312	181
554	Gasoline service stations -----	9	721	78	16	18
56	Apparel and accessory stores -----	42	8 350	1 356	322	310
561	Men's and boys' clothing and furnishings stores -----	7	2 233	333	86	77
562, 3, 8	Women's clothing and specialty stores and furriers -----	16	3 440	605	136	149
562	Women's ready-to-wear stores -----	13	3 260	565	129	136
565	Family clothing stores -----	5	(D)	(D)	(D)	(D)
566	Shoe stores -----	13	1 962	311	74	59
564, 9	Other apparel and accessory stores -----	1	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	20	5 854	890	211	143
5712	Furniture stores -----	10	4 007	589	138	85
5713, 4, 9	Home furnishings stores -----	3	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	7	(D)	(D)	(D)	(D)
58	Eating and drinking places -----	29	1 422	335	81	104
5812	Eating places -----	22	1 149	299	73	95
5813	Drinking places (alcoholic beverages) -----	7	273	36	8	9
591	Drug and proprietary stores -----	3	868	211	53	40
59 ex. 591, 6	Miscellaneous retail stores <sup>4</sup> -----	38	6 521	1 062	252	201
592	Liquor stores -----	2	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores -----	21	3 220	602	135	109
5992	Florists -----	4	473	122	25	25

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC's 592, 594, and 5992.



**Table 6. Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business**

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Percent change in sales, 1972 to 1977 <sup>1</sup>		
		Central business district	City	Standard metropolitan statistical area
	<b>Asheville</b>			
	Retail stores <sup>2</sup> -----	-47.2	36.7	51.5
52	Building materials, hardware, garden supply, and mobile home dealers -----	-61.2	20.5	36.0
525	Hardware stores -----	-	137.9	(D)
52 ex. 525	Other -----	-71.1	10.5	(D)
53	General merchandise group stores -----	-82.4	(D)	39.1
531	Department stores <sup>3</sup> -----	(D)	(D)	29.3
533	Variety stores -----	-33.1	(D)	(D)
539	Miscellaneous general merchandise stores -----	-41.0	(D)	(D)
54	Food stores <sup>4</sup> -----	(D)	7.0	54.2
541	Grocery stores -----	(NA)	6.1	54.8
55 ex. 554	Automotive dealers -----	-18.1	47.2	48.1
554	Gasoline service stations -----	288.6	70.9	80.5
56	Apparel and accessory stores -----	-31.1	44.4	62.6
561	Men's and boys' clothing and furnishings stores -----	(D)	-47.3	-28.5
562, 3, 8	Women's clothing and specialty stores and furriers -----	-26.2	87.9	125.8
562	Women's ready-to-wear stores -----	(D)	86.6	(D)
565	Family clothing stores -----	(D)	(D)	141.9
566	Shoe stores -----	(D)	37.3	34.7
564, 9	Other apparel and accessory stores -----	(D)	-75.7	-41.8
57	Furniture, home furnishings, and equipment stores -----	-22.0	13.6	28.7
5712	Furniture stores -----	-39.9	-15.2	(D)
5713, 4, 9	Home furnishings stores -----	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	(D)	(D)	65.3
58	Eating and drinking places -----	12.7	77.8	86.2
5812	Eating places -----	25.6	73.8	83.0
5813	Drinking places (alcoholic beverages) -----	-41.4	181.8	163.5
591	Drug and proprietary stores -----	(D)	82.3	81.7
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	-32.4	25.4	32.9
592	Liquor stores -----	-8.3	1.2	(D)
594	Miscellaneous shopping goods stores -----	-27.0	78.9	69.7
5992	Florists -----	-12.7	(D)	33.2

<sup>1</sup>Data are not adjusted for boundary changes between census years. Sales taxes and finance charges were included in 1972 but not in 1977.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 7. Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977**

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

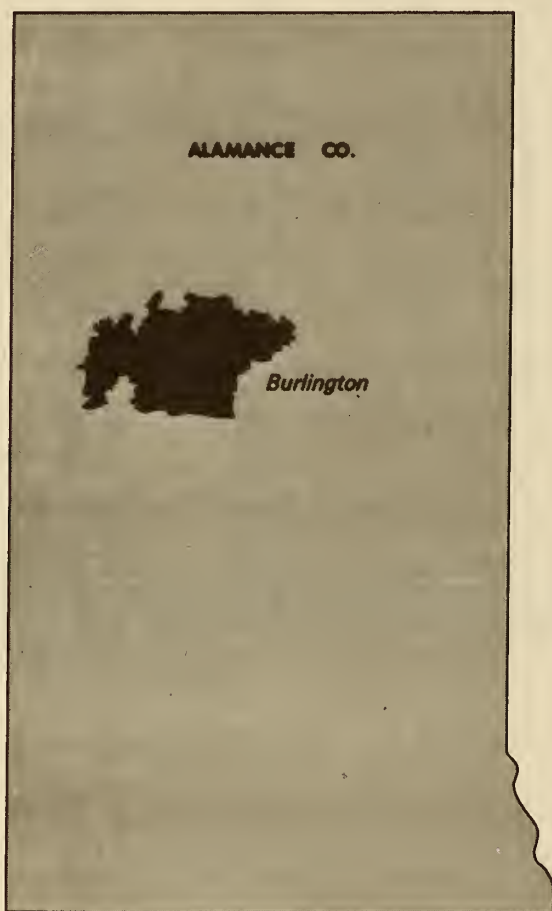
SIC code	Kind of business	Central business district sales as percent of sales of—		Percent distribution of sales		
		City	Standard metropolitan statistical area	Central business district	City	Standard metropolitan statistical area
	<b>Asheville</b>					
	<b>Retail stores<sup>1</sup> -----</b>	<b>10.4</b>	<b>6.9</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	<b>2.2</b>	<b>1.4</b>	<b>1.4</b>	<b>6.4</b>	<b>6.9</b>
525	Hardware stores -----	(D)	(D)	(D)	(D)	1.0
52 ex. 525	Other -----	1.7	(D)	(D)	(D)	5.9
53	<b>General merchandise group stores -----</b>	<b>(D)</b>	<b>7.2</b>	<b>16.1</b>	<b>(D)</b>	<b>15.4</b>
531	Department stores <sup>2</sup> -----	7.2	(D)	(D)	(D)	11.9
533	Variety stores -----	(D)	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	(D)	(D)	(D)	(D)	(D)
54	<b>Food stores<sup>3</sup> -----</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>15.3</b>	<b>21.8</b>
541	Grocery stores -----	(D)	(D)	(D)	14.7	21.3
55 ex. 554	<b>Automotive dealers -----</b>	<b>23.9</b>	<b>7.7</b>	<b>23.9</b>	<b>21.1</b>	<b>21.3</b>
554	<b>Gasoline service stations -----</b>	<b>9.7</b>	<b>5.4</b>	<b>7.1</b>	<b>7.7</b>	<b>9.1</b>
56	<b>Apparel and accessory stores -----</b>	<b>30.2</b>	<b>23.4</b>	<b>14.7</b>	<b>5.1</b>	<b>4.3</b>
561	Men's and boys' clothing and furnishings stores -----	(D)	(D)	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers -----	34.1	23.0	6.5	2.0	1.9
562	Women's ready-to-wear stores -----	33.9	22.3	(D)	(D)	(D)
565	Family clothing stores -----	(D)	14.5	2.3	(D)	1.1
566	Shoe stores -----	46.6	(D)	(D)	(D)	0.8
564, 9	Other apparel and accessory stores -----	(D)	(D)	(D)	(D)	(D)
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>33.8</b>	<b>21.6</b>	<b>11.6</b>	<b>3.6</b>	<b>3.7</b>
5712	Furniture stores -----	(D)	25.5	6.1	(D)	1.7
5713, 4, 9	Home furnishings stores -----	(D)	11.4	1.1	(D)	0.6
572, 3	Household appliance, radio, television, and music stores -----	(D)	21.5	4.5	(D)	1.4
58	<b>Eating and drinking places -----</b>	<b>4.9</b>	<b>3.6</b>	<b>4.1</b>	<b>8.8</b>	<b>7.7</b>
5812	Eating places -----	4.6	3.5	3.7	8.3	7.3
5813	Drinking places (alcoholic beverages) -----	8.4	6.5	0.4	0.5	0.4
591	<b>Drug and proprietary stores -----</b>	<b>17.2</b>	<b>13.3</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>4</sup> -----</b>	<b>(D)</b>	<b>(D)</b>	<b>11.2</b>	<b>(D)</b>	<b>(D)</b>
592	Liquor stores -----	10.6	(D)	(D)	(D)	1.5
594	Miscellaneous shopping goods stores -----	23.6	20.8	6.0	2.6	2.0
5992	Florists -----	(D)	23.8	1.1	(D)	0.3

<sup>1</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>2</sup>Includes sales from catalog order desks.

<sup>3</sup>Includes data not covered by SIC 541.

<sup>4</sup>Includes data not covered by SIC's 592, 594, and 5992.

**BURLINGTON****Standard Metropolitan Statistical Area**





**BURLINGTON****Central City**

ALAMANCE CO.



- Central Business District
- Central City

0 1 2 MILES

**Table 1. Statistics by Kind of Business for the Central Business District in the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Standard metropolitan statistical area	City	Central business district
	<b>Retail stores:<sup>1 2</sup></b>			
	Number -----	936	581	79
	Sales (\$1,000) -----	319 445	228 618	22 329
	Payroll entire year (\$1,000) -----	37 861	(D)	3 520
	Paid employees for week including March 12 ---	5 655	(D)	510
54, 58, 591	<b>Convenience goods stores:</b>			
	Number -----	311	182	14
	Sales (\$1,000) -----	(D)	(D)	1 924
53, 56, 57; 594	<b>Shopping goods stores (GAF):<sup>3</sup></b>			
	Number -----	278	191	42
	Sales (\$1,000) -----	81 400	(D)	9 942
52, 55, 59, ex. 591, 4, 6	<b>All other stores:</b>			
	Number -----	347	208	23
	Sales (\$1,000) -----	(D)	85 017	10 463
	<b>Number of Establishments</b>			
	<b>Retail stores<sup>1 2</sup> -----</b>	<b>936</b>	<b>581</b>	<b>79</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	<b>44</b>	<b>33</b>	<b>7</b>
525	Hardware stores -----	11	8	3
52 ex. 525	Other -----	33	25	4
53	<b>General merchandise group stores -----</b>	<b>33</b>	<b>20</b>	<b>2</b>
531	Department stores <sup>4</sup> -----	7	7	1
533	Variety stores -----	14	6	1
539	Miscellaneous general merchandise stores -----	12	7	-
54	<b>Food stores<sup>5</sup> -----</b>	<b>159</b>	<b>83</b>	<b>4</b>
541	Grocery stores -----	139	69	1
55 ex. 554	<b>Automotive dealers -----</b>	<b>78</b>	<b>47</b>	<b>7</b>
554	<b>Gasoline service stations -----</b>	<b>118</b>	<b>63</b>	<b>3</b>
56	<b>Apparel and accessory stores -----</b>	<b>87</b>	<b>63</b>	<b>21</b>
561	Men's and boys' clothing and furnishings stores --	11	8	5
562, 3, 8	Women's clothing and specialty stores and furriers -----	29	24	9
562	Women's ready-to-wear stores -----	23	19	9
565	Family clothing stores -----	17	10	3
566	Shoe stores -----	19	16	3
564, 9	Other apparel and accessory stores -----	11	5	1
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>84</b>	<b>59</b>	<b>10</b>
5712	Furniture stores -----	37	25	8
5713, 4, 9	Home furnishings stores -----	16	10	-
572, 3	Household appliance, radio, television, and music stores -----	31	24	2
58	<b>Eating and drinking places -----</b>	<b>124</b>	<b>79</b>	<b>7</b>
5812	Eating places -----	108	73	7
5813	Drinking places (alcoholic beverages) -----	16	6	-
591	<b>Drug and proprietary stores -----</b>	<b>28</b>	<b>20</b>	<b>3</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>6</sup> -----</b>	<b>181</b>	<b>114</b>	<b>15</b>
592	Liquor stores -----	8	7	-
594	Miscellaneous shopping goods stores -----	74	49	9
5992	Florists -----	14	8	2

<sup>1</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>2</sup>For all establishments, including those with no payroll.

<sup>3</sup>Stores in general merchandise, apparel, and furniture major groups, and miscellaneous shopping goods group. These stores specialize in department store merchandise.

<sup>4</sup>Includes sales from catalog order desks.

<sup>5</sup>Includes data not covered by SIC 541.

<sup>6</sup>Includes data not covered by SIC's 592, 594, and 5992.



Table 2. **Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977**

Table 2 omitted for this SMSA because  
there were no major retail centers  
with 100 retail establishments or more  
in 1977

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Table 3. **Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Burlington</b>					
	Retail stores <sup>2</sup> -----	581	228 618	(D)	(D)	(D)
52	Building materials, hardware, garden supply, and mobile home dealers -----	33	15 491	1 497	378	155
525	Hardware stores -----	8	663	(D)	(D)	(D)
52 ex. 525	Other -----	25	14 828	(D)	(D)	(D)
53	General merchandise group stores -----	20	(D)	6 796	1 586	932
531	Department stores <sup>3</sup> -----	7	30 490	5 931	1 400	752
533	Variety stores -----	6	5 662	704	154	153
539	Miscellaneous general merchandise stores -----	7	(D)	161	32	27
54	Food stores <sup>4</sup> -----	83	46 516	3 863	934	529
541	Grocery stores -----	69	45 261	3 658	889	476
55 ex. 554	Automotive dealers -----	47	46 057	4 895	1 089	441
554	Gasoline service stations -----	63	14 838	939	243	140
56	Apparel and accessory stores -----	63	15 586	1 973	437	355
561	Men's and boys' clothing and furnishings stores -----	8	(D)	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers -----	24	4 550	(D)	(D)	(D)
562	Women's ready-to-wear stores -----	19	(D)	535	134	115
565	Family clothing stores -----	10	4 701	462	104	89
566	Shoe stores -----	16	(D)	411	89	68
564, 9	Other apparel and accessory stores -----	5	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	59	10 687	1 692	381	212
5712	Furniture stores -----	25	(D)	722	160	89
5713, 4, 9	Home furnishings stores -----	10	812	121	25	21
572, 3	Household appliance, radio, television, and music stores -----	24	(D)	849	196	102
58	Eating and drinking places -----	79	16 372	3 960	909	981
5812	Eating places -----	73	16 125	(D)	(D)	(D)
5813	Drinking places (alcoholic beverages) -----	6	247	(D)	(D)	(D)
591	Drug and proprietary stores -----	20	(D)	1 342	317	197
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	114	15 115	(D)	(D)	(D)
592	Liquor stores -----	7	2 811	(D)	(D)	(D)
594	Miscellaneous shopping goods stores -----	49	6 484	823	195	121
5992	Florists -----	8	(D)	128	30	26

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 4. Statistics by Kind of Business for the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
<b>Burlington, N.C., SMSA</b>						
	<b>Retail stores<sup>2</sup> -----</b>	<b>936</b>	<b>319 445</b>	<b>37 861</b>	<b>8 740</b>	<b>5 655</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	<b>44</b>	<b>18 273</b>	<b>1 924</b>	<b>483</b>	<b>208</b>
525	Hardware stores -----	11	1 460	173	39	28
52 ex. 525	Other -----	33	16 813	1 751	444	180
53	<b>General merchandise group stores -----</b>	<b>33</b>	<b>40 045</b>	<b>7 044</b>	<b>1 646</b>	<b>1 902</b>
531	Department stores <sup>3</sup> -----	7	30 490	5 931	1 400	752
533	Variety stores -----	14	7 315	929	207	215
539	Miscellaneous general merchandise stores -----	12	2 240	184	39	35
54	<b>Food stores<sup>4</sup> -----</b>	<b>159</b>	<b>72 919</b>	<b>5 901</b>	<b>1 382</b>	<b>812</b>
541	Grocery stores -----	139	71 167	5 601	1 317	740
55 ex. 554	<b>Automotive dealers -----</b>	<b>78</b>	<b>73 343</b>	<b>7 479</b>	<b>1 611</b>	<b>661</b>
554	<b>Gasoline service stations -----</b>	<b>118</b>	<b>26 977</b>	<b>1 608</b>	<b>421</b>	<b>268</b>
56	<b>Apparel and accessory stores -----</b>	<b>87</b>	<b>18 279</b>	<b>2 278</b>	<b>502</b>	<b>420</b>
561	Men's and boys' clothing and furnishings stores -----	11	(D)	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers -----	29	4 929	683	163	143
562	Women's ready-to-wear stores -----	23	4 260	(D)	(D)	(D)
565	Family clothing stores -----	17	(D)	595	130	121
566	Shoe stores -----	19	3 079	411	89	68
564, 9	Other apparel and accessory stores -----	11	1 474	(D)	(D)	(D)
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>84</b>	<b>14 966</b>	<b>2 218</b>	<b>492</b>	<b>274</b>
5712	Furniture stores -----	37	7 148	1 008	222	124
5713, 4, 9	Home furnishings stores -----	16	1 821	323	65	41
572, 3	Household appliance, radio, television, and music stores -----	31	5 997	887	205	109
58	<b>Eating and drinking places -----</b>	<b>124</b>	<b>22 547</b>	<b>5 549</b>	<b>1 293</b>	<b>1 410</b>
5812	Eating places -----	108	22 022	5 511	1 279	1 396
5813	Drinking places (alcoholic beverages) -----	16	525	38	14	14
591	<b>Drug and proprietary stores -----</b>	<b>28</b>	<b>(D)</b>	<b>1 836</b>	<b>430</b>	<b>275</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup> -----</b>	<b>181</b>	<b>(D)</b>	<b>2 024</b>	<b>480</b>	<b>325</b>
592	Liquor stores -----	8	(D)	218	47	27
594	Miscellaneous shopping goods stores -----	74	8 110	1 016	247	167
5992	Florists -----	14	1 266	200	47	35

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 5. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1972**

Table 5 omitted because there were no central business districts with 100 retail establishments or more in the Burlington SMSA in 1972



Table 6. **Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business**

Table 6 omitted because there were no central business districts with 100 retail establishments or more in the Burlington SMSA in 1977

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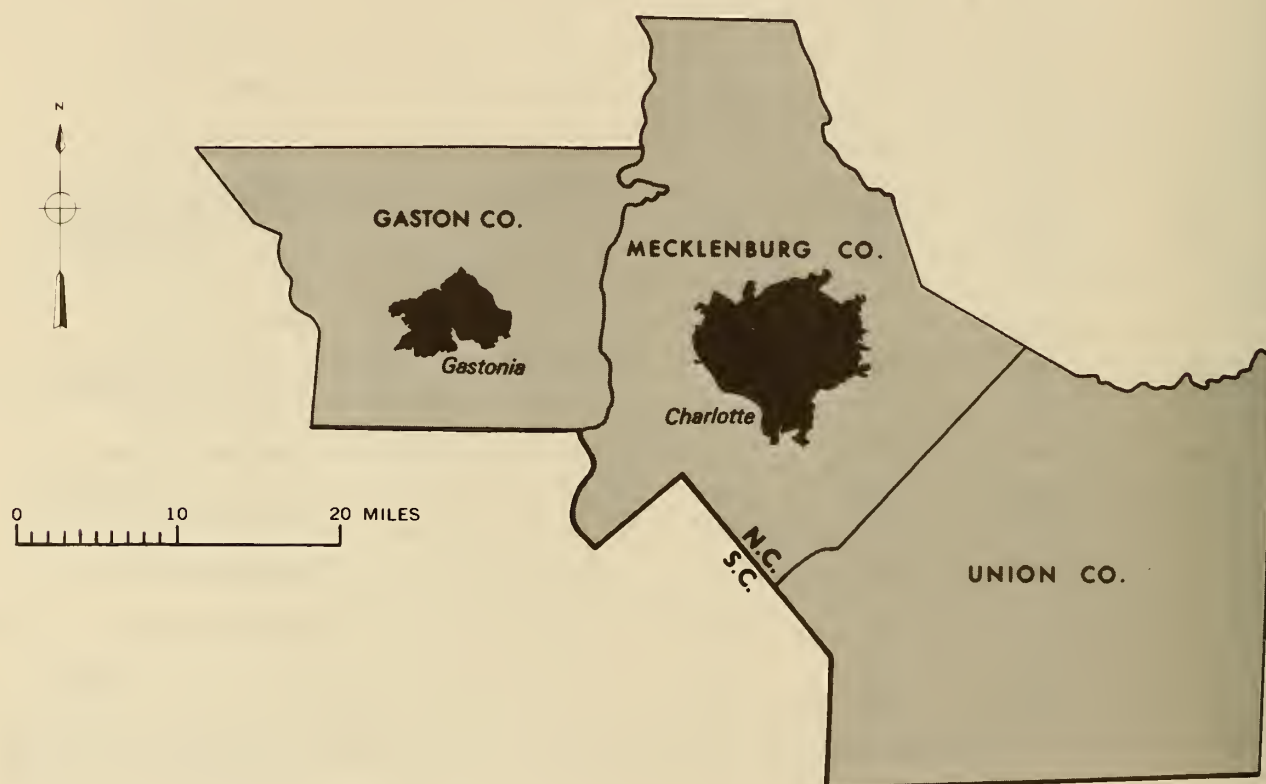
Table 7. **Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977**

Table 7 omitted because there were no central business districts with 100 retail establishments or more in the Burlington SMSA in 1977

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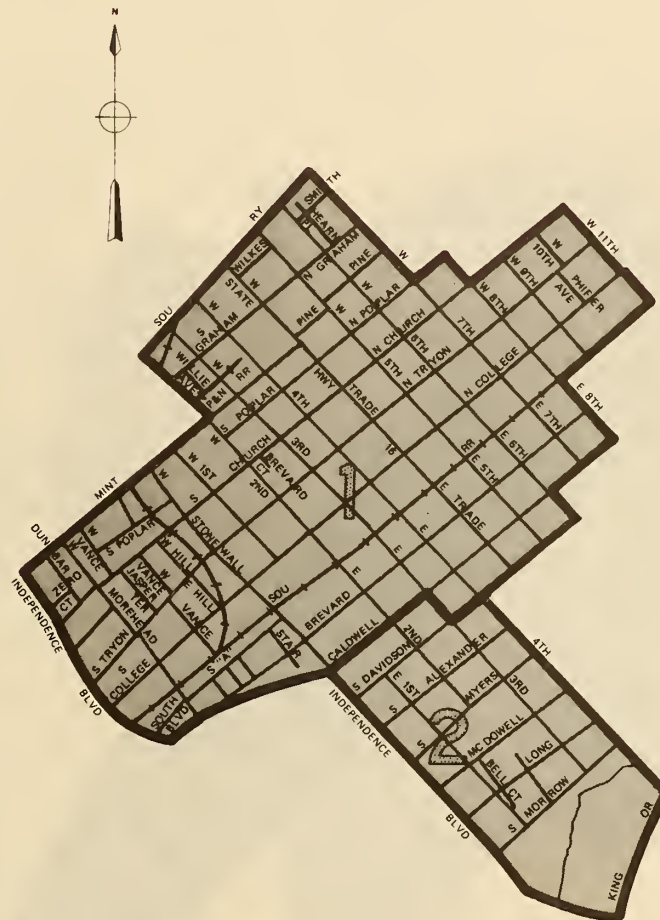
# CHARLOTTE-GASTONIA

## Standard Metropolitan Statistical Area

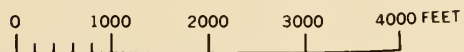


# CHARLOTTE-GASTONIA

## Charlotte Central Business District



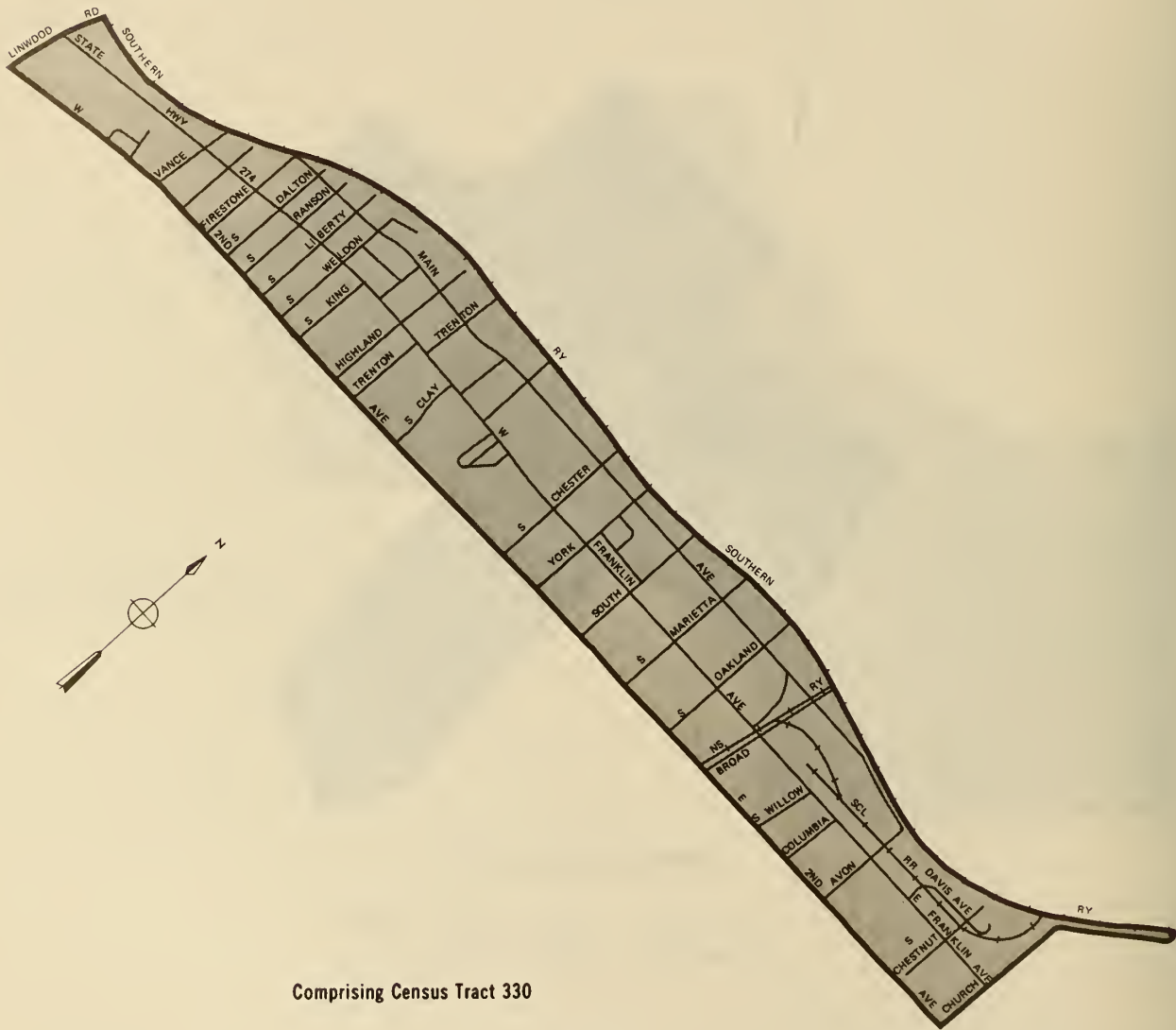
Comprising Census Tracts 1 and 2



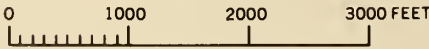


CHARLOTTE-GASTONIA

Gastonia  
Central Business District



Comprising Census Tract 330



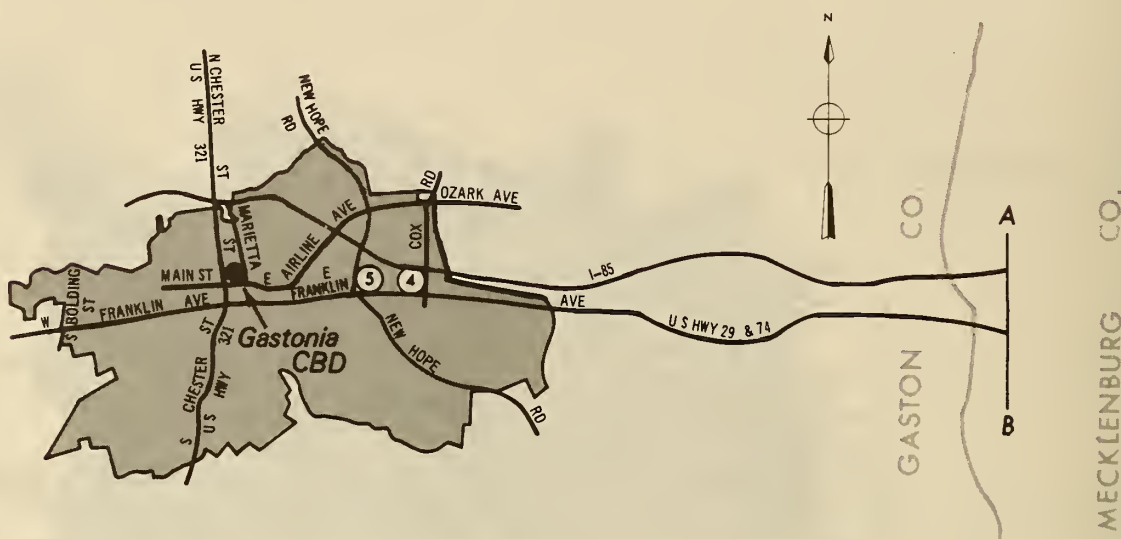
# CHARLOTTE-GASTONIA

## Charlotte Major Retail Centers



# CHARLOTTE-GASTONIA

## Gastonia Major Retail Centers



No. 1 Unassigned

- Central Business District
- ① Major Retail Centers (boundary descriptions are in appendix E)
- ▭ Central City

0 1 2 3 MILES



**Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Standard metropolitan statistical area	Cities		Central business districts		Major retail centers
			Charlotte	Gastonia	Charlotte	Gastonia	No. 2
	<b>Retail stores:<sup>1 2</sup></b>						
	Number -----	4 934	2 390	657	178	110	95
	Sales (\$1,000) -----	2 138 389	1 127 168	309 575	150 265	51 463	62 445
	Payroll entire year (\$1,000) -----	242 424	141 137	34 044	21 282	6 425	8 880
	Paid employees for week including March 12 ---	36 616	21 247	5 151	2 704	885	1 657
54, 58, 591	<b>Convenience goods stores:</b>						
	Number -----	1 731	892	215	65	24	19
	Sales (\$1,000) -----	696 726	364 532	90 700	9 514	(D)	11 015
53, 56, 57; 594	<b>Shopping goods stores (GAF):<sup>3</sup></b>						
	Number -----	1 479	763	199	81	45	70
	Sales (\$1,000) -----	581 797	350 201	(D)	66 347	19 286	50 549
52, 55, 59, ex. 591, 4, 6	<b>All other stores:</b>						
	Number -----	1 724	735	243	32	41	6
	Sales (\$1,000) -----	859 866	412 435	(D)	74 404	(D)	881
	<b>Number of Establishments</b>						
	<b>Retail stores<sup>1 2</sup> -----</b>	<b>4 934</b>	<b>2 390</b>	<b>657</b>	<b>178</b>	<b>110</b>	<b>95</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	<b>191</b>	<b>77</b>	<b>21</b>	<b>2</b>	<b>8</b>	<b>1</b>
525	Hardware stores -----	65	29	4	1	2	-
52 ex. 525	Other -----	126	48	17	1	6	1
53	<b>General merchandise group stores -----</b>	<b>148</b>	<b>60</b>	<b>20</b>	<b>7</b>	<b>3</b>	<b>3</b>
531	Department stores <sup>4</sup> -----	38	21	8	3	1	3
533	Variety stores -----	54	15	9	3	1	-
539	Miscellaneous general merchandise stores -----	56	24	3	1	1	-
54	<b>Food stores<sup>5</sup> -----</b>	<b>736</b>	<b>304</b>	<b>110</b>	<b>5</b>	<b>6</b>	<b>6</b>
541	Grocery stores -----	655	257	99	3	3	2
55 ex. 554	<b>Automotive dealers -----</b>	<b>428</b>	<b>162</b>	<b>68</b>	<b>10</b>	<b>16</b>	<b>-</b>
554	<b>Gasoline service stations -----</b>	<b>512</b>	<b>215</b>	<b>69</b>	<b>6</b>	<b>8</b>	<b>-</b>
56	<b>Apparel and accessory stores -----</b>	<b>483</b>	<b>268</b>	<b>65</b>	<b>36</b>	<b>19</b>	<b>40</b>
561	Men's and boys' clothing and furnishings stores --	79	49	7	11	1	7
562, 3, 8	Women's clothing and specialty stores and furriers -----	193	101	31	14	14	18
562	Women's ready-to-wear stores -----	163	80	28	9	14	15
565	Family clothing stores -----	60	22	8	1	2	2
566	Shoe stores -----	105	63	17	7	2	10
564, 9	Other apparel and accessory stores -----	46	33	2	3	-	3
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>416</b>	<b>209</b>	<b>51</b>	<b>18</b>	<b>11</b>	<b>7</b>
5712	Furniture stores -----	164	73	24	13	10	-
5713, 4, 9	Home furnishings stores -----	120	61	11	1	-	3
572, 3	Household appliance, radio, television, and music stores -----	132	75	16	4	1	4
58	<b>Eating and drinking places -----</b>	<b>863</b>	<b>522</b>	<b>86</b>	<b>54</b>	<b>15</b>	<b>12</b>
5812	Eating places -----	785	466	84	53	15	12
5813	Drinking places (alcoholic beverages) -----	78	56	2	1	-	-
591	<b>Drug and proprietary stores -----</b>	<b>132</b>	<b>66</b>	<b>19</b>	<b>6</b>	<b>3</b>	<b>1</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup> -----</b>	<b>1 025</b>	<b>507</b>	<b>148</b>	<b>34</b>	<b>21</b>	<b>25</b>
592	Liquor stores -----	22	7	7	-	-	-
594	Miscellaneous shopping goods stores -----	432	226	63	20	12	20
5992	Florists -----	99	45	10	3	1	2

See footnotes at end of table.

**Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Major retail centers—Con.					
		No. 3	No. 4	No. 5	No. 6	No. 7	No. 8
54, 58, 591	<b>Retail stores:<sup>1 2</sup></b>						
	Number -----	34	25	99	76	86	41
	Sales (\$1,000) -----	26 461	15 348	65 732	80 400	63 133	19 850
	Payroll entire year (\$1,000) -----	3 685	1 833	10 025	13 081	7 477	2 540
	Paid employees for week including March 12 ---	603	292	1 680	2 072	1 356	461
53, 56, 57; 594	<b>Convenience goods stores:</b>						
	Number -----	12	7	22	14	27	9
	Sales (\$1,000) -----	11 528	7 876	19 439	9 528	21 794	9 028
52, 55, 59, ex. 591, 4, 6	<b>Shopping goods stores (GAF):<sup>3</sup></b>						
	Number -----	18	17	66	55	43	20
	Sales (\$1,000) -----	14 404	(D)	43 832	69 700	32 452	7 593
	<b>All other stores:</b>						
	Number -----	4	1	11	7	16	12
	Sales (\$1,000) -----	529	(D)	2 461	1 172	8 887	3 229
<b>Number of Establishments</b>							
52	<b>Retail stores<sup>1 2</sup> -----</b>	<b>34</b>	<b>25</b>	<b>99</b>	<b>76</b>	<b>86</b>	<b>41</b>
	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	<b>-</b>	<b>-</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>
	Hardware stores -----	-	-	1	-	-	-
525 52 ex. 525	Other -----	-	-	-	1	1	1
	<b>General merchandise group stores -----</b>	<b>2</b>	<b>2</b>	<b>7</b>	<b>4</b>	<b>5</b>	<b>2</b>
531 533 539	Department stores <sup>4</sup> -----	1	1	5	3	3	1
	Variety stores -----	-	1	2	1	-	-
	Miscellaneous general merchandise stores -----	1	-	-	-	2	1
54 541	<b>Food stores<sup>5</sup> -----</b>	<b>4</b>	<b>3</b>	<b>9</b>	<b>5</b>	<b>6</b>	<b>4</b>
	Grocery stores -----	3	2	6	3	4	2
	<b>Automotive dealers -----</b>	<b>2</b>	<b>-</b>	<b>1</b>	<b>-</b>	<b>4</b>	<b>1</b>
554 56	<b>Gasoline service stations -----</b>	<b>1</b>	<b>-</b>	<b>2</b>	<b>-</b>	<b>3</b>	<b>3</b>
	<b>Apparel and accessory stores -----</b>	<b>8</b>	<b>6</b>	<b>32</b>	<b>33</b>	<b>18</b>	<b>10</b>
	Men's and boys' clothing and furnishings stores --	3	-	4	7	3	3
562, 3, 8	Women's clothing and specialty stores and furriers -----	1	2	12	15	6	2
	Women's ready-to-wear stores -----	1	2	11	13	5	2
	Family clothing stores -----	-	-	6	1	3	-
566 564, 9	Shoe stores -----	3	2	9	9	5	4
	Other apparel and accessory stores -----	1	2	1	1	1	1
57 5712 5713, 4, 9 572, 3	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>2</b>	<b>4</b>	<b>6</b>	<b>4</b>	<b>11</b>	<b>3</b>
	Furniture stores -----	2	-	1	1	2	-
	Home furnishings stores -----	-	1	-	1	2	-
58 5812 5813	Household appliance, radio, television, and music stores -----	-	3	5	2	7	3
	<b>Eating and drinking places -----</b>	<b>5</b>	<b>3</b>	<b>11</b>	<b>8</b>	<b>18</b>	<b>4</b>
	Eating places -----	5	3	11	8	18	3
591 59 ex. 591, 6	Drinking places (alcoholic beverages) -----	-	-	-	-	-	1
	<b>Drug and proprietary stores -----</b>	<b>3</b>	<b>1</b>	<b>2</b>	<b>1</b>	<b>3</b>	<b>1</b>
	<b>Miscellaneous retail stores<sup>6</sup> -----</b>	<b>7</b>	<b>6</b>	<b>28</b>	<b>20</b>	<b>17</b>	<b>12</b>
592 594 5992	Liquor stores -----	-	-	1	-	-	-
	Miscellaneous shopping goods stores -----	6	5	21	14	9	5
	Florists -----	-	-	2	1	2	2

<sup>1</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>2</sup>For all establishments, including those with no payroll.

<sup>3</sup>Stores in general merchandise, apparel, and furniture major groups, and miscellaneous shopping goods group. These stores specialize in department store merchandise.

<sup>4</sup>Includes sales from catalog order desks.

<sup>5</sup>Includes data not covered by SIC 541.

<sup>6</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 2. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1977**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Charlotte CBD</b>					
	<b>Retail stores<sup>2</sup>-----</b>	<b>178</b>	<b>150 265</b>	<b>21 282</b>	<b>4 843</b>	<b>2 704</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	<b>2</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
525	Hardware stores -----	1	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	1	(D)	(D)	(D)	(D)
53	<b>General merchandise group stores -----</b>	<b>7</b>	<b>40 456</b>	<b>6 806</b>	<b>1 558</b>	<b>1 020</b>
531	Department stores <sup>3</sup> -----	3	39 096	6 595	1 511	979
533	Variety stores -----	3	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	1	(D)	(D)	(D)	(D)
54	<b>Food stores<sup>4</sup> -----</b>	<b>5</b>	<b>799</b>	<b>54</b>	<b>14</b>	<b>14</b>
541	Grocery stores -----	3	(D)	(D)	(D)	(D)
55 ex. 554	<b>Automotive dealers -----</b>	<b>10</b>	<b>70 079</b>	<b>6 840</b>	<b>1 484</b>	<b>475</b>
554	<b>Gasoline service stations -----</b>	<b>6</b>	<b>2 228</b>	<b>144</b>	<b>43</b>	<b>30</b>
56	<b>Apparel and accessory stores -----</b>	<b>36</b>	<b>12 241</b>	<b>2 333</b>	<b>555</b>	<b>348</b>
561	Men's and boys' clothing and furnishings stores -----	11	3 923	767	178	101
562, 3, 8	Women's clothing and specialty stores and furriers -----	14	6 873	1 366	321	205
562	Women's ready-to-wear stores -----	9	6 510	1 304	297	185
565	Family clothing stores -----	1	(D)	(D)	(D)	(D)
566	Shoe stores -----	7	1 004	151	43	27
564, 9	Other apparel and accessory stores -----	3	(D)	(D)	(D)	(D)
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>18</b>	<b>7 240</b>	<b>1 459</b>	<b>360</b>	<b>192</b>
5712	Furniture stores -----	13	4 991	1 040	270	148
5713, 4, 9	Home furnishings stores -----	1	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	4	(D)	(D)	(D)	(D)
58	<b>Eating and drinking places -----</b>	<b>54</b>	<b>6 349</b>	<b>1 499</b>	<b>364</b>	<b>362</b>
5812	Eating places -----	53	(D)	(D)	(D)	(D)
5813	Drinking places (alcoholic beverages) -----	1	(D)	(D)	(D)	(D)
591	<b>Drug and proprietary stores -----</b>	<b>6</b>	<b>2 366</b>	<b>315</b>	<b>75</b>	<b>36</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup> -----</b>	<b>34</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
592	Liquor stores -----	-	-	-	-	-
594	Miscellaneous shopping goods stores -----	20	6 410	1 285	277	162
5992	Florists -----	3	535	209	43	23



Table 2. **Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Gastonia CBD</b>					
	Retail stores <sup>2</sup> -----	110	51 463	6 425	1 699	885
52	Building materials, hardware, garden supply, and mobile home dealers-----	8	1 689	305	100	32
525	Hardware stores-----	2	(D)	(D)	(D)	(D)
52 ex. 525	Other-----	6	(D)	(D)	(D)	(D)
53	General merchandise group stores-----	3	(D)	(D)	(D)	(D)
531	Department stores <sup>3</sup> -----	1	(D)	(D)	(D)	(D)
533	Variety stores-----	1	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores-----	1	(D)	(D)	(D)	(D)
54	Food stores <sup>4</sup> -----	6	(D)	(D)	(D)	(D)
541	Grocery stores-----	3	(D)	(D)	(D)	(D)
55 ex. 554	Automotive dealers-----	16	21 131	1 502	486	181
554	Gasoline service stations-----	8	2 393	135	45	34
56	Apparel and accessory stores-----	19	3 134	502	121	85
561	Men's and boys' clothing and furnishings stores-----	1	(D)	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers-----	14	1 883	340	81	62
562	Women's ready-to-wear stores-----	14	1 883	340	81	62
565	Family clothing stores-----	2	(D)	(D)	(D)	(D)
566	Shoe stores-----	2	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores-----	-	-	-	-	-
57	Furniture, home furnishings, and equipment stores-----	11	2 774	587	159	70
5712	Furniture stores-----	10	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores-----	-	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores-----	1	(D)	(D)	(D)	(D)
58	Eating and drinking places-----	15	2 511	544	137	125
5812	Eating places-----	15	2 511	544	137	125
5813	Drinking places (alcoholic beverages)-----	-	-	-	-	-
591	Drug and proprietary stores-----	3	(D)	(D)	(D)	(D)
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	21	2 347	503	128	59
592	Liquor stores-----	-	-	-	-	-
594	Miscellaneous shopping goods stores-----	12	(D)	(D)	(D)	(D)
5992	Florists-----	1	(D)	(D)	(D)	(D)

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Charlotte</b>					
	<b>Retail stores<sup>2</sup>-----</b>	<b>2 390</b>	<b>1 127 168</b>	<b>141 137</b>	<b>32 434</b>	<b>21 247</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	<b>77</b>	<b>43 125</b>	<b>5 925</b>	<b>1 272</b>	<b>607</b>
525	Hardware stores -----	29	6 621	1 311	243	159
52 ex. 525	Other -----	48	36 504	4 614	1 029	448
53	<b>General merchandise group stores -----</b>	<b>60</b>	<b>184 436</b>	<b>27 547</b>	<b>6 026</b>	<b>4 164</b>
531	Department stores <sup>3</sup> -----	21	152 300	24 188	5 320	3 656
533	Variety stores -----	15	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	24	(D)	(D)	(D)	(D)
54	<b>Food stores<sup>4</sup> -----</b>	<b>304</b>	<b>219 397</b>	<b>19 015</b>	<b>4 562</b>	<b>2 659</b>
541	Grocery stores -----	257	214 389	18 297	4 386	2 492
55 ex. 554	<b>Automotive dealers -----</b>	<b>162</b>	<b>257 031</b>	<b>23 462</b>	<b>5 290</b>	<b>1 942</b>
554	<b>Gasoline service stations -----</b>	<b>215</b>	<b>76 072</b>	<b>5 557</b>	<b>1 391</b>	<b>830</b>
56	<b>Apparel and accessory stores -----</b>	<b>268</b>	<b>68 972</b>	<b>10 337</b>	<b>2 388</b>	<b>1 669</b>
561	Men's and boys' clothing and furnishings stores -----	49	12 220	1 889	461	270
562, 3, 8	Women's clothing and specialty stores and furriers -----	101	26 050	4 051	930	657
562	Women's ready-to-wear stores -----	80	24 682	3 833	864	612
565	Family clothing stores -----	22	(D)	1 853	422	286
566	Shoe stores -----	63	(D)	2 033	458	365
564, 9	Other apparel and accessory stores -----	33	3 245	511	117	91
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>209</b>	<b>59 172</b>	<b>9 103</b>	<b>2 073</b>	<b>1 068</b>
5712	Furniture stores -----	73	24 267	4 150	974	502
5713, 4, 9	Home furnishings stores -----	61	9 903	1 758	345	192
572, 3	Household appliance, radio, television, and music stores -----	75	25 002	3 195	754	374
58	<b>Eating and drinking places -----</b>	<b>522</b>	<b>100 871</b>	<b>24 751</b>	<b>5 755</b>	<b>6 048</b>
5812	Eating places -----	466	96 670	24 100	5 578	5 881
5813	Drinking places (alcoholic beverages) -----	56	4 201	651	177	167
591	<b>Drug and proprietary stores -----</b>	<b>66</b>	<b>44 264</b>	<b>5 157</b>	<b>1 266</b>	<b>727</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup> -----</b>	<b>507</b>	<b>73 828</b>	<b>10 283</b>	<b>2 411</b>	<b>1 533</b>
592	Liquor stores -----	7	(D)	40	9	5
594	Miscellaneous shopping goods stores -----	226	37 621	5 512	1 278	873
5992	Florists -----	45	4 543	1 266	299	183

See footnotes at end of table.

**Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Gastonia</b>					
	Retail stores <sup>2</sup> -----	657	309 575	34 044	8 423	5 151
52	Building materials, hardware, garden supply, and mobile home dealers -----	21	13 337	1 263	318	117
525	Hardware stores -----	4	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	17	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	20	(D)	8 508	1 999	1 276
531	Department stores <sup>3</sup> -----	8	(D)	(D)	(D)	(D)
533	Variety stores -----	9	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	3	920	(D)	(D)	(D)
54	Food stores <sup>4</sup> -----	110	59 765	4 767	1 177	652
541	Grocery stores -----	99	59 060	4 639	1 147	623
55 ex. 554	Automotive dealers -----	68	93 400	6 882	1 831	642
554	Gasoline service stations -----	69	17 567	902	251	170
56	Apparel and accessory stores -----	65	14 709	2 283	546	391
561	Men's and boys' clothing and furnishings stores -----	7	1 819	285	69	39
562, 3, 8	Women's clothing and specialty stores and furriers -----	31	5 353	(D)	(D)	(D)
562	Women's ready-to-wear stores -----	28	(D)	865	183	155
565	Family clothing stores -----	8	(D)	(D)	(D)	(D)
566	Shoe stores -----	17	(D)	392	100	70
564, 9	Other apparel and accessory stores -----	2	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	51	11 392	1 573	401	206
5712	Furniture stores -----	24	5 124	928	250	111
5713, 4, 9	Home furnishings stores -----	11	1 933	252	60	39
572, 3	Household appliance, radio, television, and music stores -----	16	4 335	393	91	56
58	Eating and drinking places -----	86	20 494	4 613	1 097	1 205
5812	Eating places -----	84	(D)	(D)	(D)	(D)
5813	Drinking places (alcoholic beverages) -----	2	(D)	(D)	(D)	(D)
591	Drug and proprietary stores -----	19	10 441	1 305	321	185
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	148	(D)	1 948	482	307
592	Liquor stores -----	7	(D)	203	48	28
594	Miscellaneous shopping goods stores -----	63	6 592	1 103	279	186
5992	Florists -----	10	(D)	208	57	40

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.



Table 4. **Statistics by Kind of Business for the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
<b>Charlotte-Gastonia, N.C., SMSA</b>						
	<b>Retail stores<sup>2</sup>-----</b>	<b>4 934</b>	<b>2 138 389</b>	<b>242 424</b>	<b>56 349</b>	<b>36 616</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	<b>191</b>	<b>108 127</b>	<b>12 132</b>	<b>2 640</b>	<b>1 244</b>
525	Hardware stores -----	65	14 383	2 356	481	298
52 ex. 525	Other -----	126	93 744	9 776	2 159	946
53	<b>General merchandise group stores -----</b>	<b>148</b>	<b>313 884</b>	<b>45 280</b>	<b>10 091</b>	<b>7 149</b>
531	Department stores <sup>3</sup> -----	38	255 727	39 316	8 832	6 127
533	Variety stores -----	54	20 557	2 650	556	543
539	Miscellaneous general merchandise stores -----	56	37 600	3 314	703	479
54	<b>Food stores<sup>4</sup> -----</b>	<b>736</b>	<b>462 062</b>	<b>36 885</b>	<b>8 843</b>	<b>5 235</b>
541	Grocery stores -----	655	455 411	36 006	8 625	5 028
55 ex. 554	<b>Automotive dealers -----</b>	<b>428</b>	<b>542 171</b>	<b>45 650</b>	<b>10 537</b>	<b>3 769</b>
554	<b>Gasoline service stations -----</b>	<b>512</b>	<b>143 320</b>	<b>9 138</b>	<b>2 323</b>	<b>1 444</b>
56	<b>Apparel and accessory stores -----</b>	<b>483</b>	<b>113 489</b>	<b>16 413</b>	<b>3 822</b>	<b>2 755</b>
561	Men's and boys' clothing and furnishings stores -----	79	18 206	2 797	692	394
562, 3, 8	Women's clothing and specialty stores and furriers -----	193	43 481	6 417	1 459	1 136
562	Women's ready-to-wear stores -----	163	40 690	6 056	1 356	1 056
565	Family clothing stores -----	60	27 432	3 602	844	588
566	Shoe stores -----	105	19 761	2 893	672	512
564, 9	Other apparel and accessory stores -----	46	4 609	704	155	125
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>416</b>	<b>96 376</b>	<b>14 007</b>	<b>3 229</b>	<b>1 716</b>
5712	Furniture stores -----	164	45 870	7 157	1 698	881
5713, 4, 9	Home furnishings stores -----	120	16 344	2 724	564	336
572, 3	Household appliance, radio, television, and music stores -----	132	34 162	4 126	967	499
58	<b>Eating and drinking places -----</b>	<b>863</b>	<b>159 399</b>	<b>37 956</b>	<b>8 913</b>	<b>9 539</b>
5812	Eating places -----	785	154 227	37 134	8 712	9 341
5813	Drinking places (alcoholic beverages) -----	78	5 172	822	201	198
591	<b>Drug and proprietary stores -----</b>	<b>132</b>	<b>75 265</b>	<b>9 333</b>	<b>2 253</b>	<b>1 352</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup> -----</b>	<b>1 025</b>	<b>124 296</b>	<b>15 630</b>	<b>3 698</b>	<b>2 413</b>
592	Liquor stores -----	22	8 559	500	110	64
594	Miscellaneous shopping goods stores -----	432	58 048	8 319	1 975	1 385
5992	Florists -----	99	8 278	1 832	438	292

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

Table 5. **Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1972**

[For meaning of abbreviations and symbols, see introductory text. For CBD boundaries, see maps in 1972 report]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1972 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Charlotte</b>					
	<b>Retail stores<sup>2</sup> -----</b>	<b>236</b>	<b>153 044</b>	<b>21 963</b>	<b>5 202</b>	<b>3 890</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	<b>6</b>	<b>433</b>	<b>64</b>	<b>15</b>	<b>13</b>
525	Hardware stores -----	5	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	1	(D)	(D)	(D)	(D)
53	<b>General merchandise group stores -----</b>	<b>10</b>	<b>47 910</b>	<b>9 054</b>	<b>2 070</b>	<b>1 805</b>
531	Department stores <sup>3</sup> -----	3	44 549	8 454	1 924	1 650
533	Variety stores -----	5	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	2	(D)	(D)	(D)	(D)
54	<b>Food stores -----</b>	<b>8</b>	<b>1 730</b>	<b>127</b>	<b>34</b>	<b>19</b>
55 ex. 554	<b>Automotive dealers -----</b>	<b>22</b>	<b>62 272</b>	<b>4 869</b>	<b>1 259</b>	<b>566</b>
554	<b>Gasoline service stations -----</b>	<b>15</b>	<b>1 568</b>	<b>184</b>	<b>45</b>	<b>50</b>
56	<b>Apparel and accessory stores -----</b>	<b>35</b>	<b>12 382</b>	<b>2 688</b>	<b>654</b>	<b>470</b>
561	Men's and boys' clothing and furnishings stores -----	8	3 586	827	189	122
562, 3, 8	Women's clothing and specialty stores and furriers -----	13	5 884	1 362	351	256
562	Women's ready-to-wear stores -----	9	5 341	1 247	317	226
565	Family clothing stores -----	1	(D)	(D)	(D)	(D)
566	Shoe stores -----	11	2 750	451	103	78
564, 9	Other apparel and accessory stores -----	2	(D)	(D)	(D)	(D)
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>23</b>	<b>11 411</b>	<b>2 053</b>	<b>464</b>	<b>309</b>
5712	Furniture stores -----	12	6 778	1 324	289	200
5713, 4, 9	Home furnishings stores -----	2	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	9	(D)	(D)	(D)	(D)
58	<b>Eating and drinking places -----</b>	<b>59</b>	<b>5 205</b>	<b>1 229</b>	<b>281</b>	<b>365</b>
5812	Eating places -----	53	4 920	1 196	274	358
5813	Drinking places (alcoholic beverages) -----	6	285	33	7	7
591	<b>Drug and proprietary stores -----</b>	<b>5</b>	<b>2 109</b>	<b>316</b>	<b>82</b>	<b>64</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>4</sup> -----</b>	<b>53</b>	<b>8 024</b>	<b>1 379</b>	<b>298</b>	<b>229</b>
592	Liquor stores -----	-	-	-	-	-
594	Miscellaneous shopping goods stores -----	27	5 521	867	196	144
5992	Florists -----	5	653	183	34	25

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 6. Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business**

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Percent change in sales, 1972 to 1977 <sup>1</sup>		
		Central business district <sup>2</sup>	City	Standard metropolitan statistical area
	<b>Charlotte</b>			
	Retail stores <sup>3</sup> -----	-1.8	42.2	54.9
52	Building materials, hardware, garden supply, and mobile home dealers -----	(D)	11.7	49.6
525	Hardware stores -----	-35.9	67.7	53.0
52 ex. 525	Other -----	-60.8	5.3	49.1
53	General merchandise group stores -----	-15.6	12.1	41.5
531	Department stores <sup>4</sup> -----	-12.2	(D)	50.1
533	Variety stores -----	-62.1	-77.0	-43.1
539	Miscellaneous general merchandise stores -----	-7.1	(D)	145.0
54	Food stores <sup>5</sup> -----	-53.8	40.6	64.2
541	Grocery stores -----	(NA)	40.0	65.7
55 ex. 554	Automotive dealers -----	12.5	67.5	52.9
554	Gasoline service stations -----	42.1	42.1	55.1
56	Apparel and accessory stores -----	-1.1	33.3	48.2
561	Men's and boys' clothing and furnishings stores -----	9.4	2.1	17.8
562, 3, 8	Women's clothing and specialty stores and furriers -----	16.8	35.5	70.5
562	Women's ready-to-wear stores -----	21.9	40.3	75.7
565	Family clothing stores -----	(D)	(D)	28.6
566	Shoe stores -----	-63.5	67.6	63.2
564, 9	Other apparel and accessory stores -----	62.0	(D)	110.0
57	Furniture, home furnishings, and equipment stores -----	-36.6	47.1	41.1
5712	Furniture stores -----	-26.4	28.8	24.4
5713, 4, 9	Home furnishings stores -----	30.2	50.5	59.0
572, 3	Household appliance, radio, television, and music stores -----	-55.8	68.8	61.7
58	Eating and drinking places -----	22.0	72.5	89.1
5812	Eating places -----	(D)	72.9	92.0
5813	Drinking places (alcoholic beverages) -----	(D)	63.5	30.3
591	Drug and proprietary stores -----	12.2	45.9	53.8
59 ex. 591, 6	Miscellaneous retail stores <sup>6</sup> -----	(D)	60.4	56.0
592	Liquor stores -----	-	10.9	10.2
594	Miscellaneous shopping goods stores -----	16.1	78.7	74.7
5992	Florists -----	-18.1	35.5	57.3

See footnotes at end of table.



**Table 6. Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business—Con.**

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Percent change in sales, 1972 to 1977 <sup>1</sup>		
		Central business district <sup>2</sup>	City	Standard metropolitan statistical area
	<b>Gastonia</b>			
	Retail stores <sup>3</sup> -----	(NA)	63.4	54.9
52	Building materials, hardware, garden supply, and mobile home dealers -----	(NA)	93.4	49.6
525	Hardware stores -----	(NA)	-16.2	53.0
52 ex. 525	Other -----	(NA)	(D)	49.1
53	General merchandise group stores -----	(NA)	(D)	41.5
531	Department stores <sup>4</sup> -----	(NA)	71.3	50.1
533	Variety stores -----	(NA)	(D)	-43.1
539	Miscellaneous general merchandise stores -----	(NA)	(D)	145.0
54	Food stores <sup>5</sup> -----	(NA)	50.5	64.2
541	Grocery stores -----	(NA)	55.2	65.7
55 ex. 554	Automotive dealers -----	(NA)	88.5	52.9
554	Gasoline service stations -----	(NA)	62.9	55.1
56	Apparel and accessory stores -----	(NA)	(D)	48.2
561	Men's and boys' clothing and furnishings stores -----	(NA)	(D)	17.8
562, 3, 8	Women's clothing and specialty stores and furriers -----	(NA)	(D)	70.5
562	Women's ready-to-wear stores -----	(NA)	(D)	75.7
565	Family clothing stores -----	(NA)	(D)	28.6
566	Shoe stores -----	(NA)	36.9	63.2
564, 9	Other apparel and accessory stores -----	(NA)	-56.3	110.0
57	Furniture, home furnishings, and equipment stores -----	(NA)	20.2	41.1
5712	Furniture stores -----	(NA)	-9.8	24.4
5713, 4, 9	Home furnishings stores -----	(NA)	(D)	59.0
572, 3	Household appliance, radio, television, and music stores -----	(NA)	58.2	61.7
58	Eating and drinking places -----	(NA)	151.7	89.1
5812	Eating places -----	(NA)	(D)	92.0
5813	Drinking places (alcoholic beverages) -----	(NA)	(D)	30.3
591	Drug and proprietary stores -----	(NA)	19.3	53.8
59 ex. 591, 6	Miscellaneous retail stores <sup>6</sup> -----	(NA)	56.2	56.0
592	Liquor stores -----	(NA)	6.9	10.2
594	Miscellaneous shopping goods stores -----	(NA)	123.1	74.7
5992	Florists -----	(NA)	(D)	57.3

<sup>1</sup>Data are not adjusted for boundary changes between census years. Sales taxes and finance charges were included in 1972 but not in 1977.

<sup>2</sup>This CBD did not qualify as a central business district in 1972.

<sup>3</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>4</sup>Includes sales from catalog order desks.

<sup>5</sup>Includes data not covered by SIC 541.

<sup>6</sup>Includes data not covered by SIC's 592, 594, and 5992.



**Table 7. Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977**

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Central business district sales as percent of sales of—		Percent distribution of sales		
		City	Standard metropolitan statistical area	Central business district	City	Standard metropolitan statistical area
	<b>Charlotte</b>					
	Retail stores <sup>1</sup> .....	13.3	7.0	100.0	100.0	100.0
52	Building materials, hardware, garden supply, and mobile home dealers .....	(D)	(D)	(D)	3.8	5.1
525	Hardware stores .....	(D)	(D)	(D)	0.6	0.7
52 ex. 525	Other .....	(D)	(D)	(D)	3.2	4.4
53	General merchandise group stores .....	21.9	12.9	26.9	16.4	14.7
531	Department stores <sup>2</sup> .....	25.7	15.3	26.0	13.5	12.0
533	Variety stores .....	21.5	(D)	(D)	(D)	1.0
539	Miscellaneous general merchandise stores .....	(D)	(D)	(D)	(D)	1.8
54	Food stores <sup>3</sup> .....	0.4	0.2	0.5	19.5	21.6
541	Grocery stores .....	(D)	(D)	(D)	19.0	21.3
55 ex. 554	Automotive dealers .....	27.3	12.9	46.6	22.8	25.4
554	Gasoline service stations .....	2.9	1.6	1.5	6.7	6.7
56	Apparel and accessory stores .....	17.7	10.8	8.1	6.1	5.3
561	Men's and boys' clothing and furnishings stores .....	32.1	21.5	2.6	1.1	0.9
562, 3, 8	Women's clothing and specialty stores and furriers .....	26.4	15.8	4.6	2.3	2.0
562	Women's ready-to-wear stores .....	26.4	16.0	4.3	2.2	1.9
565	Family clothing stores .....	(D)	(D)	(D)	(D)	1.3
566	Shoe stores .....	(D)	5.1	0.7	(D)	0.9
564, 9	Other apparel and accessory stores .....	(D)	(D)	(D)	0.3	0.2
57	Furniture, home furnishings, and equipment stores .....	12.2	7.5	4.8	5.2	4.5
5712	Furniture stores .....	20.6	10.9	3.3	2.2	2.1
5713, 4, 9	Home furnishings stores .....	(D)	(D)	(D)	0.9	0.8
572, 3	Household appliance, radio, television, and music stores .....	(D)	(D)	(D)	2.2	1.6
58	Eating and drinking places .....	6.3	4.0	4.2	8.9	7.5
5812	Eating places .....	(D)	(D)	(D)	8.6	7.2
5813	Drinking places (alcoholic beverages) .....	(D)	(D)	(D)	0.4	0.2
591	Drug and proprietary stores .....	5.3	3.1	1.6	3.9	3.5
59 ex. 591, 6	Miscellaneous retail stores <sup>4</sup> .....	(D)	(D)	(D)	6.5	5.8
592	Liquor stores .....	(D)	—	—	(D)	0.4
594	Miscellaneous shopping goods stores .....	17.0	11.0	4.3	3.3	2.7
5992	Florists .....	11.8	6.5	0.4	0.4	0.4

See footnotes at end of table.

**Table 7. Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977—Con.**

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Central business district sales as percent of sales of—		Percent distribution of sales		
		City	Standard metropolitan statistical area	Central business district	City	Standard metropolitan statistical area
	<b>Gastonia</b>					
	<b>Retail stores<sup>1</sup> -----</b>	<b>16.6</b>	<b>2.4</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	<b>12.7</b>	<b>1.6</b>	<b>3.3</b>	<b>4.3</b>	<b>5.1</b>
525	Hardware stores -----	51.8	(D)	(D)	(D)	0.7
52 ex. 525	Other -----	8.2	(D)	(D)	(D)	4.4
53	<b>General merchandise group stores -----</b>	<b>21.9</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>14.7</b>
531	Department stores <sup>2</sup> -----	(D)	(D)	(D)	(D)	12.0
533	Variety stores -----	(D)	(D)	(D)	(D)	1.0
539	Miscellaneous general merchandise stores -----	(D)	(D)	(D)	0.3	1.8
54	<b>Food stores<sup>3</sup> -----</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>19.3</b>	<b>21.6</b>
541	Grocery stores -----	(D)	(D)	(D)	19.1	21.3
55 ex. 554	<b>Automotive dealers -----</b>	<b>22.6</b>	<b>3.9</b>	<b>41.1</b>	<b>30.2</b>	<b>25.4</b>
554	<b>Gasoline service stations -----</b>	<b>13.6</b>	<b>1.7</b>	<b>4.6</b>	<b>5.7</b>	<b>6.7</b>
56	<b>Apparel and accessory stores -----</b>	<b>21.3</b>	<b>2.8</b>	<b>6.1</b>	<b>4.8</b>	<b>5.3</b>
561	Men's and boys' clothing and furnishings stores -----	(D)	(D)	(D)	0.6	0.9
562, 3, 8	Women's clothing and specialty stores and furriers -----	35.2	4.3	3.7	1.7	2.0
562	Women's ready-to-wear stores -----	(D)	4.6	3.7	(D)	1.9
565	Family clothing stores -----	14.0	(D)	(D)	(D)	1.3
566	Shoe stores -----	8.3	(D)	(D)	(D)	0.9
564, 9	Other apparel and accessory stores -----	(D)	-	-	(D)	0.2
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>24.4</b>	<b>2.9</b>	<b>5.4</b>	<b>3.7</b>	<b>4.5</b>
5712	Furniture stores -----	(D)	(D)	(D)	1.7	2.1
5713, 4, 9	Home furnishings stores -----	(D)	(D)	(D)	0.6	0.8
572, 3	Household appliance, radio, television, and music stores -----	(D)	(D)	(D)	1.4	1.6
58	<b>Eating and drinking places -----</b>	<b>12.3</b>	<b>1.6</b>	<b>4.9</b>	<b>6.6</b>	<b>7.5</b>
5812	Eating places -----	(D)	1.6	4.9	(D)	7.2
5813	Drinking places (alcoholic beverages) -----	(D)	-	-	(D)	0.2
591	<b>Drug and proprietary stores -----</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>3.4</b>	<b>3.5</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>4</sup> -----</b>	<b>(D)</b>	<b>1.9</b>	<b>4.6</b>	<b>(D)</b>	<b>5.8</b>
592	Liquor stores -----	(D)	-	-	(D)	0.4
594	Miscellaneous shopping goods stores -----	(D)	(D)	(D)	2.1	2.7
5992	Florists -----	(D)	(D)	(D)	(D)	0.4

<sup>1</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>2</sup>Includes sales from catalog order desks.

<sup>3</sup>Includes data not covered by SIC 541.

<sup>4</sup>Includes data not covered by SIC's 592, 594, and 5992.

# FAYETTEVILLE

Standard Metropolitan Statistical Area

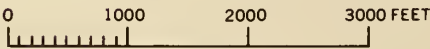


FAYETTEVILLE

Central Business District



Comprising Census Tract 1

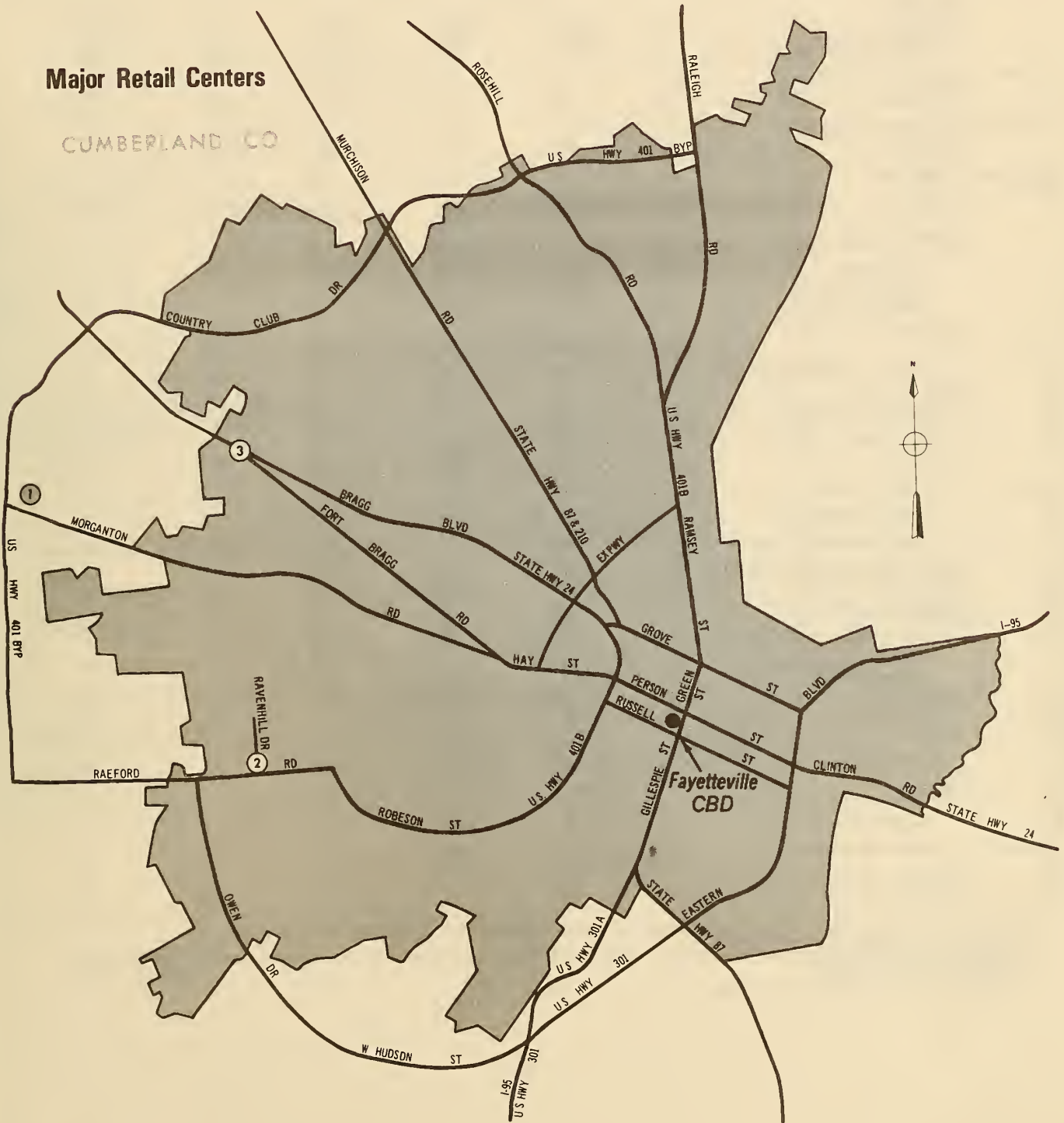




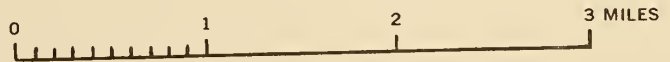
# FAYETTEVILLE

## Major Retail Centers

CUMBERLAND CO



- Central Business District
- ① ① Major Retail Centers (boundary descriptions are in appendix E)
- Central City



**Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Standard metropolitan statistical area	City	Central business district	Major retail centers		
					No. 1	No. 2	No. 3
	<b>Retail stores:<sup>1 2</sup></b>						
	Number -----	1 571	885	148	117	78	169
	Sales (\$1,000) -----	661 255	444 846	62 345	128 309	43 403	92 485
	Payroll entire year (\$1,000) -----	79 485	55 324	7 946	17 079	5 759	11 184
	Paid employees for week including March 12 ---	12 780	9 246	1 223	2 775	1 008	1 702
54, 58, 591	<b>Convenience goods stores:</b>						
	Number -----	571	347	65	21	37	51
	Sales (\$1,000) -----	(D)	(D)	12 351	16 632	17 893	20 904
53, 56, 57; 594	<b>Shopping goods stores (GAF):<sup>3</sup></b>						
	Number -----	417	254	47	82	19	73
	Sales (\$1,000) -----	199 128	(D)	13 136	93 456	(D)	36 365
52, 55, 59, ex. 591, 4, 6	<b>All other stores:</b>						
	Number -----	583	284	36	14	22	45
	Sales (\$1,000) -----	(D)	(D)	36 858	18 221	(D)	35 216
	<b>Number of Establishments</b>						
	<b>Retail stores<sup>1 2</sup> -----</b>	<b>1 571</b>	<b>885</b>	<b>148</b>	<b>117</b>	<b>78</b>	<b>169</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	<b>74</b>	<b>35</b>	<b>2</b>	<b>1</b>	<b>6</b>	<b>6</b>
525	Hardware stores -----	15	5	-	-	1	1
52 ex. 525	Other -----	59	30	2	1	5	5
53	<b>General merchandise group stores -----</b>	<b>48</b>	<b>25</b>	<b>5</b>	<b>7</b>	<b>3</b>	<b>6</b>
531	Department stores <sup>4</sup> -----	12	11	1	4	3	3
533	Variety stores -----	19	8	3	2	-	2
539	Miscellaneous general merchandise stores -----	17	6	1	1	-	1
54	<b>Food stores<sup>5</sup> -----</b>	<b>262</b>	<b>132</b>	<b>7</b>	<b>8</b>	<b>10</b>	<b>11</b>
541	Grocery stores -----	219	110	7	5	10	8
55 ex. 554	<b>Automotive dealers -----</b>	<b>146</b>	<b>66</b>	<b>15</b>	<b>2</b>	<b>7</b>	<b>18</b>
554	<b>Gasoline service stations -----</b>	<b>166</b>	<b>76</b>	<b>2</b>	<b>3</b>	<b>7</b>	<b>5</b>
56	<b>Apparel and accessory stores -----</b>	<b>124</b>	<b>92</b>	<b>24</b>	<b>39</b>	<b>5</b>	<b>19</b>
561	Men's and boys' clothing and furnishings stores --	25	18	10	5	1	3
562, 3, 8	Women's clothing and specialty stores and furriers -----	39	32	4	15	3	3
562	Women's ready-to-wear stores -----	34	28	3	15	3	3
565	Family clothing stores -----	20	14	3	5	-	3
566	Shoe stores -----	26	19	4	11	1	6
564, 9	Other apparel and accessory stores -----	14	9	3	3	-	4
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>129</b>	<b>64</b>	<b>9</b>	<b>12</b>	<b>6</b>	<b>28</b>
5712	Furniture stores -----	51	23	4	1	3	13
5713, 4, 9	Home furnishings stores -----	32	13	1	2	3	6
572, 3	Household appliance, radio, television, and music stores -----	46	28	4	9	-	9
58	<b>Eating and drinking places -----</b>	<b>280</b>	<b>195</b>	<b>52</b>	<b>11</b>	<b>26</b>	<b>37</b>
5812	Eating places -----	222	144	26	11	22	22
5813	Drinking places (alcoholic beverages) -----	58	51	26	-	4	15
591	<b>Drug and proprietary stores -----</b>	<b>29</b>	<b>20</b>	<b>6</b>	<b>2</b>	<b>1</b>	<b>3</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>6</sup> -----</b>	<b>313</b>	<b>180</b>	<b>26</b>	<b>32</b>	<b>7</b>	<b>36</b>
592	Liquor stores -----	14	14	5	-	-	1
594	Miscellaneous shopping goods stores -----	116	73	9	24	5	20
5992	Florists -----	31	14	2	2	1	1

<sup>1</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>2</sup>For all establishments, including those with no payroll.

<sup>3</sup>Stores in general merchandise, apparel, and furniture major groups, and miscellaneous shopping goods group. These stores specialize in department store merchandise.

<sup>4</sup>Includes sales from catalog order desks.

<sup>5</sup>Includes data not covered by SIC 541.

<sup>6</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Fayetteville CBD</b>					
	<b>Retail stores<sup>2</sup> -----</b>	<b>148</b>	<b>62 345</b>	<b>7 946</b>	<b>2 110</b>	<b>1 223</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	<b>2</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
525	Hardware stores -----	-	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	2	(D)	(D)	(D)	(D)
53	<b>General merchandise group stores -----</b>	<b>5</b>	<b>4 070</b>	<b>450</b>	<b>176</b>	<b>142</b>
531	Department stores <sup>3</sup> -----	1	(D)	(D)	(D)	(D)
533	Variety stores -----	3	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	1	(D)	(D)	(D)	(D)
54	<b>Food stores<sup>4</sup> -----</b>	<b>7</b>	<b>6 040</b>	<b>550</b>	<b>125</b>	<b>64</b>
541	Grocery stores -----	7	6 040	550	125	64
55 ex. 554	<b>Automotive dealers -----</b>	<b>15</b>	<b>26 330</b>	<b>3 103</b>	<b>824</b>	<b>313</b>
554	<b>Gasoline service stations -----</b>	<b>2</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
56	<b>Apparel and accessory stores -----</b>	<b>24</b>	<b>4 085</b>	<b>684</b>	<b>174</b>	<b>125</b>
561	Men's and boys' clothing and furnishings stores -----	10	1 555	303	77	45
562, 3, 8	Women's clothing and specialty stores and furriers -----	4	907	140	32	30
562	Women's ready-to-wear stores -----	3	(D)	(D)	(D)	(D)
565	Family clothing stores -----	3	958	126	38	27
566	Shoe stores -----	4	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores -----	3	(D)	(D)	(D)	(D)
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>9</b>	<b>3 651</b>	<b>759</b>	<b>157</b>	<b>87</b>
5712	Furniture stores -----	4	2 108	437	81	50
5713, 4, 9	Home furnishings stores -----	1	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	4	(D)	(D)	(D)	(D)
58	<b>Eating and drinking places -----</b>	<b>52</b>	<b>4 395</b>	<b>1 007</b>	<b>276</b>	<b>314</b>
5812	Eating places -----	26	2 599	593	148	161
5813	Drinking places (alcoholic beverages) -----	26	1 796	414	128	153
591	<b>Drug and proprietary stores -----</b>	<b>6</b>	<b>1 916</b>	<b>280</b>	<b>68</b>	<b>46</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup> -----</b>	<b>26</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
592	Liquor stores -----	5	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores -----	9	1 330	237	58	32
5992	Florists -----	2	(D)	(D)	(D)	(D)

See footnotes at end of table.



**Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>MRC No. 1</b>					
	Retail stores <sup>2</sup> -----	117	128 309	17 079	3 935	2 775
52	Building materials, hardware, garden supply, and mobile home dealers -----	1	(D)	(D)	(D)	(D)
525	Hardware stores -----	-	-	-	-	-
52 ex. 525	Other -----	1	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	7	68 109	9 881	2 274	1 566
531	Department stores <sup>3</sup> -----	4	56 561	8 859	2 048	1 352
533	Variety stores -----	2	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	1	(D)	(D)	(D)	(D)
54	Food stores <sup>4</sup> -----	8	10 724	942	195	139
541	Grocery stores -----	5	10 105	859	178	111
55 ex. 554	Automotive dealers -----	2	(D)	(D)	(D)	(D)
554	Gasoline service stations -----	3	862	71	18	14
56	Apparel and accessory stores -----	39	13 332	1 753	383	337
561	Men's and boys' clothing and furnishings stores -----	5	(D)	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers -----	15	6 210	783	170	167
562	Women's ready-to-wear stores -----	15	6 210	783	170	167
565	Family clothing stores -----	5	2 121	314	64	54
566	Shoe stores -----	11	2 249	329	75	60
564, 9	Other apparel and accessory stores -----	3	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	12	6 543	707	165	85
5712	Furniture stores -----	1	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores -----	2	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	9	(D)	(D)	(D)	(D)
58	Eating and drinking places -----	11	(D)	(D)	(D)	(D)
5812	Eating places -----	11	(D)	(D)	(D)	(D)
5813	Drinking places (alcoholic beverages) -----	-	-	-	-	-
591	Drug and proprietary stores -----	2	(D)	(D)	(D)	(D)
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	32	6 031	869	210	162
592	Liquor stores -----	-	-	-	-	-
594	Miscellaneous shopping goods stores -----	24	5 472	765	183	136
5992	Florists -----	2	(D)	(D)	(D)	(D)

See footnotes at end of table.



Table 2. **Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>MRC No. 3</b>					
	<b>Retail stores<sup>2</sup> -----</b>	<b>169</b>	<b>92 485</b>	<b>11 184</b>	<b>2 809</b>	<b>1 702</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	<b>6</b>	<b>3 208</b>	<b>537</b>	<b>122</b>	<b>58</b>
525	Hardware stores -----	1	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	5	(D)	(D)	(D)	(D)
53	<b>General merchandise group stores -----</b>	<b>6</b>	<b>20 743</b>	<b>2 289</b>	<b>530</b>	<b>429</b>
531	Department stores <sup>3</sup> -----	3	(D)	(D)	(D)	(D)
533	Variety stores -----	2	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	1	(D)	(D)	(D)	(D)
54	<b>Food stores<sup>4</sup> -----</b>	<b>11</b>	<b>15 373</b>	<b>1 196</b>	<b>312</b>	<b>184</b>
541	Grocery stores -----	8	14 974	1 112	282	150
55 ex. 554	<b>Automotive dealers -----</b>	<b>18</b>	<b>27 986</b>	<b>3 123</b>	<b>864</b>	<b>263</b>
554	<b>Gasoline service stations -----</b>	<b>5</b>	<b>1 264</b>	<b>122</b>	<b>28</b>	<b>24</b>
56	<b>Apparel and accessory stores -----</b>	<b>19</b>	<b>4 364</b>	<b>663</b>	<b>157</b>	<b>118</b>
561	Men's and boys' clothing and furnishings stores -----	3	(D)	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers -----	3	681	133	32	26
562	Women's ready-to-wear stores -----	3	681	133	32	26
565	Family clothing stores -----	3	(D)	(D)	(D)	(D)
566	Shoe stores -----	6	655	120	29	19
564, 9	Other apparel and accessory stores -----	4	795	104	25	21
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>28</b>	<b>9 060</b>	<b>1 320</b>	<b>318</b>	<b>163</b>
5712	Furniture stores -----	13	3 608	548	130	69
5713, 4, 9	Home furnishings stores -----	6	989	205	51	24
572, 3	Household appliance, radio, television, and music stores -----	9	4 463	567	137	70
58	<b>Eating and drinking places -----</b>	<b>37</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
5812	Eating places -----	22	3 762	967	225	265
5813	Drinking places (alcoholic beverages) -----	15	(D)	(D)	(D)	(D)
591	<b>Drug and proprietary stores -----</b>	<b>3</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup> -----</b>	<b>36</b>	<b>4 956</b>	<b>691</b>	<b>166</b>	<b>121</b>
592	Liquor stores -----	1	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores -----	20	2 198	347	90	71
5992	Florists -----	1	(D)	(D)	(D)	(D)

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Fayetteville</b>					
	Retail stores <sup>2</sup> .....	885	444 846	55 324	13 886	9 246
52	Building materials, hardware, garden supply, and mobile home dealers .....	35	35 916	3 551	941	373
525	Hardware stores .....	5	1 195	175	46	25
52 ex. 525	Other .....	30	34 721	3 376	895	348
53	General merchandise group stores .....	25	(D)	14 097	3 426	2 471
531	Department stores <sup>3</sup> .....	11	(D)	(D)	(D)	(D)
533	Variety stores .....	8	12 167	1 525	351	329
539	Miscellaneous general merchandise stores .....	6	(D)	(D)	(D)	(D)
54	Food stores <sup>4</sup> .....	132	76 549	6 556	1 627	999
541	Grocery stores .....	110	73 861	6 198	1 536	905
55 ex. 554	Automotive dealers .....	66	82 979	9 022	2 472	825
554	Gasoline service stations .....	76	(D)	1 876	486	393
56	Apparel and accessory stores .....	92	21 162	3 110	716	582
561	Men's and boys' clothing and furnishings stores .....	18	(D)	523	139	88
562, 3, 8	Women's clothing and specialty stores and furriers .....	32	(D)	(D)	(D)	(D)
562	Women's ready-to-wear stores .....	28	8 431	1 244	275	258
565	Family clothing stores .....	14	(D)	(D)	(D)	(D)
566	Shoe stores .....	19	(D)	504	119	91
564, 9	Other apparel and accessory stores .....	9	1 230	157	36	35
57	Furniture, home furnishings, and equipment stores .....	64	18 356	2 895	726	396
5712	Furniture stores .....	23	(D)	1 399	302	163
5713, 4, 9	Home furnishings stores .....	13	(D)	339	75	49
572, 3	Household appliance, radio, television, and music stores .....	28	(D)	1 157	349	184
58	Eating and drinking places .....	195	37 310	9 136	2 219	2 357
5812	Eating places .....	144	(D)	8 271	1 962	2 040
5813	Drinking places (alcoholic beverages) .....	51	(D)	865	257	317
591	Drug and proprietary stores .....	20	(D)	1 342	345	200
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> .....	180	31 196	3 739	928	650
592	Liquor stores .....	14	6 844	430	97	60
594	Miscellaneous shopping goods stores .....	73	11 285	1 573	400	289
5992	Florists .....	14	(D)	174	42	65

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 4. Statistics by Kind of Business for the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Fayetteville, N.C., SMSA</b>					
	<b>Retail stores<sup>2</sup>-----</b>	<b>1 571</b>	<b>661 255</b>	<b>79 485</b>	<b>19 805</b>	<b>12 780</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	<b>74</b>	<b>43 648</b>	<b>4 504</b>	<b>1 205</b>	<b>497</b>
525	Hardware stores -----	15	2 203	304	75	43
52 ex. 525	Other -----	59	41 445	4 200	1 130	454
53	<b>General merchandise group stores -----</b>	<b>48</b>	<b>119 766</b>	<b>15 582</b>	<b>3 748</b>	<b>2 735</b>
531	Department stores <sup>3</sup> -----	12	85 998	12 276	3 006	2 083
533	Variety stores -----	19	(D)	2 007	454	416
539	Miscellaneous general merchandise stores -----	17	(D)	1 299	288	236
54	<b>Food stores<sup>4</sup> -----</b>	<b>262</b>	<b>122 793</b>	<b>10 547</b>	<b>2 566</b>	<b>1 518</b>
541	Grocery stores -----	219	118 300	10 032	2 437	1 393
55 ex. 554	<b>Automotive dealers -----</b>	<b>146</b>	<b>147 190</b>	<b>15 468</b>	<b>4 202</b>	<b>1 392</b>
554	<b>Gasoline service stations -----</b>	<b>166</b>	<b>54 643</b>	<b>3 716</b>	<b>916</b>	<b>697</b>
56	<b>Apparel and accessory stores -----</b>	<b>124</b>	<b>25 918</b>	<b>3 647</b>	<b>856</b>	<b>706</b>
561	Men's and boys' clothing and furnishings stores -----	25	4 812	675	176	113
562, 3, 8	Women's clothing and specialty stores and furriers -----	39	(D)	1 420	320	300
562	Women's ready-to-wear stores -----	34	(D)	(D)	(D)	(D)
565	Family clothing stores -----	20	5 254	707	163	126
566	Shoe stores -----	26	(D)	600	142	116
564, 9	Other apparel and accessory stores -----	14	(D)	245	55	51
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>129</b>	<b>40 480</b>	<b>6 096</b>	<b>1 470</b>	<b>776</b>
5712	Furniture stores -----	51	20 800	3 183	723	380
5713, 4, 9	Home furnishings stores -----	32	5 847	953	215	125
572, 3	Household appliance, radio, television, and music stores -----	46	13 833	1 960	532	271
58	<b>Eating and drinking places -----</b>	<b>280</b>	<b>53 894</b>	<b>13 224</b>	<b>3 179</b>	<b>3 322</b>
5812	Eating places -----	222	48 741	12 121	2 879	2 953
5813	Drinking places (alcoholic beverages) -----	58	5 153	1 103	300	369
591	<b>Drug and proprietary stores -----</b>	<b>29</b>	<b>(D)</b>	<b>1 613</b>	<b>401</b>	<b>247</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup> -----</b>	<b>313</b>	<b>(D)</b>	<b>5 088</b>	<b>1 262</b>	<b>890</b>
592	Liquor stores -----	14	6 844	430	97	60
594	Miscellaneous shopping goods stores -----	116	12 964	1 822	463	350
5992	Florists -----	31	2 018	373	95	111

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.



**Table 5. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1972**

[For meaning of abbreviations and symbols, see introductory text. For CBD boundaries, see maps in 1972 report]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1972 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Fayetteville</b>					
	Retail stores <sup>2</sup> -----	187	93 064	13 891	3 364	2 670
52	Building materials, hardware, garden supply, and mobile home dealers -----	4	3 062	400	147	57
525	Hardware stores -----	-	-	-	-	-
52 ex. 525	Other -----	4	3 062	400	147	57
53	General merchandise group stores -----	9	36 025	6 009	1 392	1 146
531	Department stores <sup>3</sup> -----	4	31 003	5 262	1 211	949
533	Variety stores -----	3	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	2	(D)	(D)	(D)	(D)
54	Food stores -----	15	5 442	523	125	99
55 ex. 554	Automotive dealers -----	12	21 727	2 217	537	294
554	Gasoline service stations -----	8	837	94	26	22
56	Apparel and accessory stores -----	41	7 067	1 234	301	331
561	Men's and boys' clothing and furnishings stores -----	13	2 116	410	107	101
562, 3, 8	Women's clothing and specialty stores and furriers -----	15	2 883	504	116	133
562	Women's ready-to-wear stores -----	13	(D)	(D)	(D)	(D)
565	Family clothing stores -----	5	1 117	156	42	50
566	Shoe stores -----	4	805	129	28	35
564, 9	Other apparel and accessory stores -----	4	146	35	8	12
57	Furniture, home furnishings, and equipment stores -----	17	5 140	1 063	264	171
5712	Furniture stores -----	8	3 211	723	182	113
5713, 4, 9	Home furnishings stores -----	1	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	8	(D)	(D)	(D)	(D)
58	Eating and drinking places -----	43	4 144	933	215	299
5812	Eating places -----	28	3 114	732	164	228
5813	Drinking places (alcoholic beverages) -----	15	1 030	201	51	71
591	Drug and proprietary stores -----	7	2 657	323	81	74
59 ex. 591, 6	Miscellaneous retail stores <sup>4</sup> -----	31	6 963	1 095	276	177
592	Liquor stores -----	5	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores -----	14	2 407	499	124	82
5992	Florists -----	1	(D)	(D)	(D)	(D)

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC's 592, 594, and 5992.



**Table 6. Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business**

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Percent change in sales, 1972 to 1977 <sup>1</sup>		
		Central business district	City	Standard metropolitan statistical area
	<b>Fayetteville</b>			
	Retail stores <sup>2</sup> -----	-33.0	60.2	68.3
52	Building materials, hardware, garden supply, and mobile home dealers -----	(D)	188.5	59.4
525	Hardware stores -----	(D)	(D)	(D)
52 ex. 525	Other -----	(D)	192.7	60.3
53	General merchandise group stores -----	-88.7	74.2	78.0
531	Department stores <sup>3</sup> -----	(D)	71.5	66.3
533	Variety stores -----	-64.4	(D)	52.9
539	Miscellaneous general merchandise stores -----	-63.8	(D)	253.9
54	Food stores <sup>4</sup> -----	11.0	62.4	97.8
541	Grocery stores -----	(NA)	61.6	98.0
55 ex. 554	Automotive dealers -----	21.2	26.1	57.4
554	Gasoline service stations -----	(D)	(D)	73.9
56	Apparel and accessory stores -----	-42.2	29.7	38.2
561	Men's and boys' clothing and furnishings stores -----	-26.5	(D)	19.2
562, 3, 8	Women's clothing and specialty stores and furriers -----	-68.5	76.6	(D)
562	Women's ready-to-wear stores -----	-68.3	93.2	118.0
565	Family clothing stores -----	-14.2	-10.1	(D)
566	Shoe stores -----	(D)	44.8	41.7
564, 9	Other apparel and accessory stores -----	(D)	276.1	155.9
57	Furniture, home furnishings, and equipment stores -----	-29.0	32.4	47.4
5712	Furniture stores -----	-34.4	3.4	42.8
5713, 4, 9	Home furnishings stores -----	-95.9	(D)	115.3
572, 3	Household appliance, radio, television, and music stores -----	-14.8	73.3	35.9
58	Eating and drinking places -----	6.1	92.0	85.6
5812	Eating places -----	-16.5	(D)	87.1
5813	Drinking places (alcoholic beverages) -----	74.4	(D)	73.2
591	Drug and proprietary stores -----	-27.9	(D)	(D)
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	(D)	(D)	(D)
592	Liquor stores -----	6.1	(D)	16.7
594	Miscellaneous shopping goods stores -----	-44.7	83.5	25.2
5992	Florists -----	16.9	(D)	(D)

<sup>1</sup>Data are not adjusted for boundary changes between census years. Sales taxes and finance charges were included in 1972 but not in 1977.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 7. Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977**

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

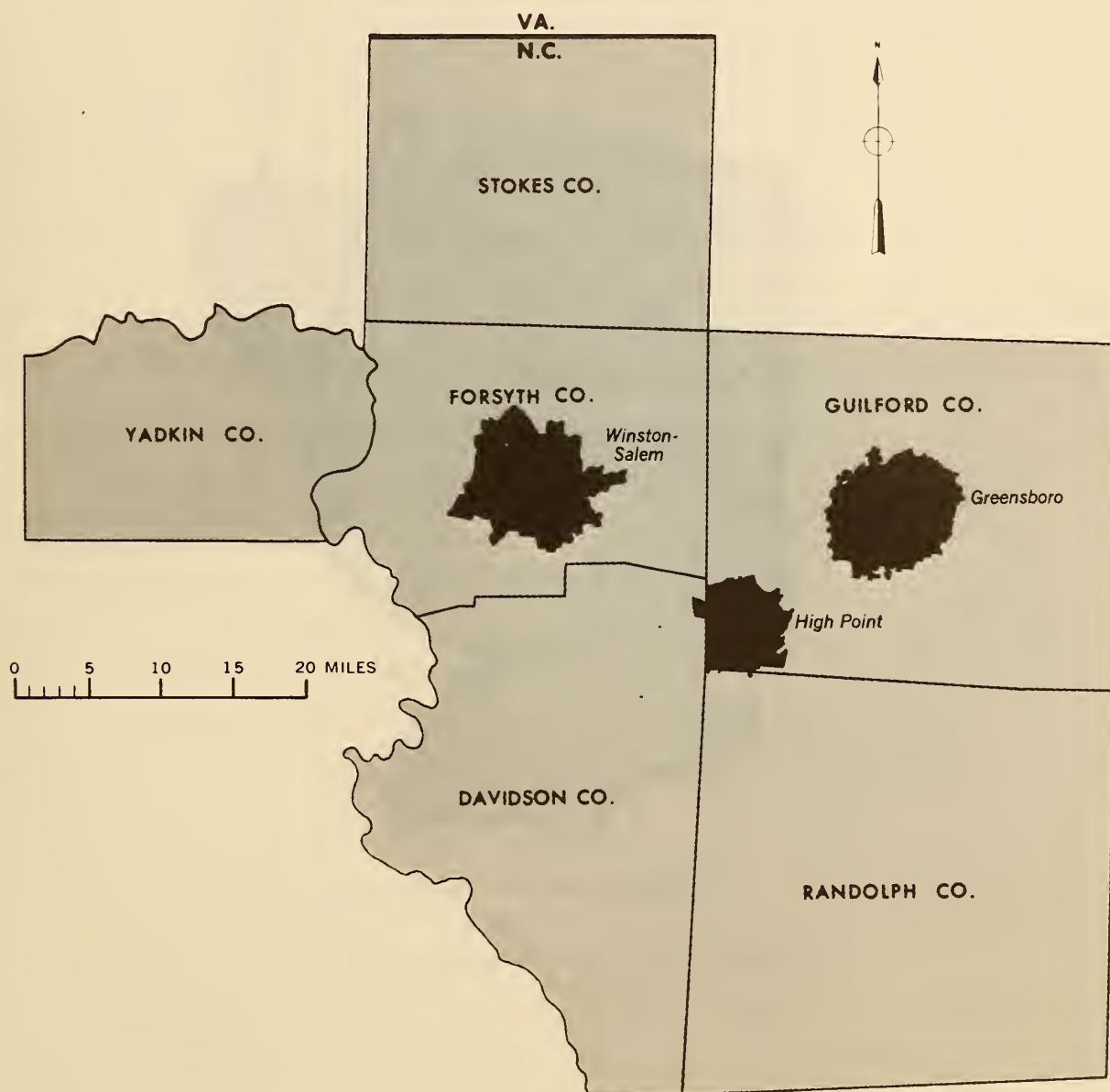
SIC code	Kind of business	Central business district sales as percent of sales of—		Percent distribution of sales		
		City	Standard metropolitan statistical area	Central business district	City	Standard metropolitan statistical area
	<b>Fayetteville</b>					
	Retail stores <sup>1</sup> -----	14.0	9.4	100.0	100.0	100.0
52	Building materials, hardware, garden supply, and mobile home dealers -----	(D)	(D)	(D)	8.1	6.6
525	Hardware stores -----	(D)	(D)	(D)	0.3	0.3
52 ex. 525	Other -----	(D)	(D)	(D)	7.8	6.3
53	General merchandise group stores -----	(D)	3.4	6.5	(D)	18.1
531	Department stores <sup>2</sup> -----	(D)	(D)	(D)	(D)	13.0
533	Variety stores -----	(D)	9.4	(D)	2.7	(D)
539	Miscellaneous general merchandise stores -----	(D)	(D)	(D)	(D)	(D)
54	Food stores <sup>3</sup> -----	7.9	4.9	9.7	17.2	18.6
541	Grocery stores -----	8.2	5.1	9.7	16.6	17.9
55 ex. 554	Automotive dealers -----	31.7	17.9	42.2	18.7	22.3
554	Gasoline service stations -----	0.8	(D)	(D)	(D)	8.3
56	Apparel and accessory stores -----	19.3	15.8	6.6	4.8	3.9
561	Men's and boys' clothing and furnishings stores -----	(D)	32.3	2.5	(D)	0.7
562, 3, 8	Women's clothing and specialty stores and furriers -----	(D)	(D)	1.5	(D)	(D)
562	Women's ready-to-wear stores -----	(D)	8.9	(D)	1.9	(D)
565	Family clothing stores -----	(D)	18.2	1.5	(D)	0.8
566	Shoe stores -----	15.3	12.2	(D)	(D)	(D)
564, 9	Other apparel and accessory stores -----	(D)	10.1	(D)	0.3	(D)
57	Furniture, home furnishings, and equipment stores -----	19.9	9.0	5.9	4.1	6.1
5712	Furniture stores -----	(D)	10.1	3.4	(D)	3.1
5713, 4, 9	Home furnishings stores -----	(D)	(D)	(D)	(D)	0.9
572, 3	Household appliance, radio, television, and music stores -----	19.2	(D)	(D)	(D)	2.1
58	Eating and drinking places -----	11.8	8.2	7.0	8.4	8.2
5812	Eating places -----	(D)	5.3	4.2	(D)	7.4
5813	Drinking places (alcoholic beverages) -----	(D)	34.9	2.9	(D)	0.8
591	Drug and proprietary stores -----	(D)	(D)	3.1	(D)	(D)
59 ex. 591, 6	Miscellaneous retail stores <sup>4</sup> -----	(D)	12.9	(D)	7.0	(D)
592	Liquor stores -----	(D)	(D)	(D)	1.5	1.0
594	Miscellaneous shopping goods stores -----	11.8	10.3	2.1	2.5	2.0
5992	Florists -----	8.2	(D)	(D)	(D)	0.3

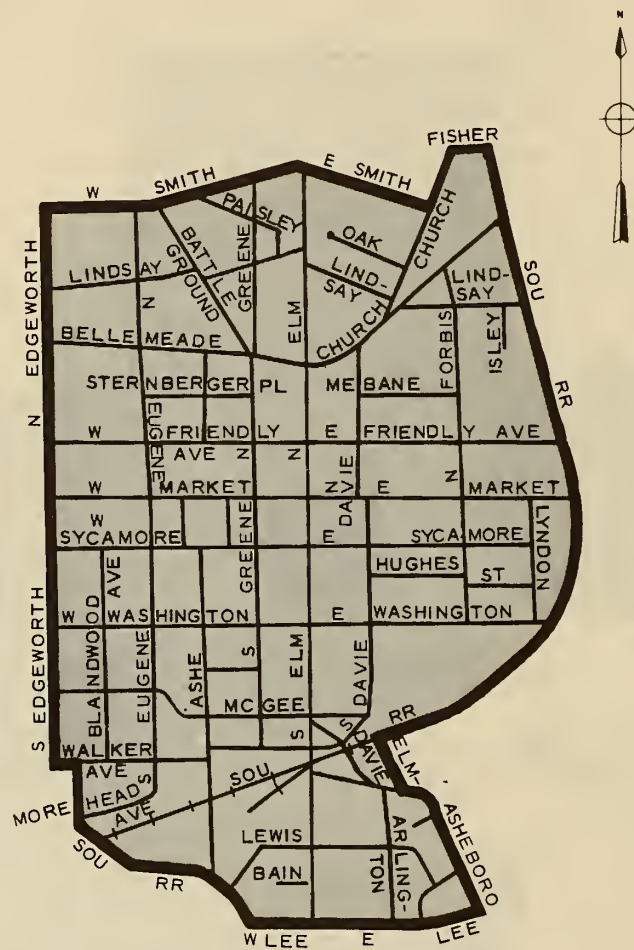
<sup>1</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>2</sup>Includes sales from catalog order desks.

<sup>3</sup>Includes data not covered by SIC 541.

<sup>4</sup>Includes data not covered by SIC's 592, 594, and 5992.

**GREENSBORO—WINSTON-SALEM—HIGH POINT****Standard Metropolitan Statistical Area**

**GREENSBORO—WINSTON-SALEM—HIGH POINT****Greensboro**  
**Central Business District****Comprising Census Tract 108.01**

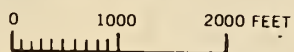
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## GREENSBORO—WINSTON-SALEM—HIGH POINT

Winston-Salem  
Central Business District

Comprising Census Tract 1

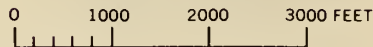


# GREENSBORO—WINSTON-SALEM—HIGH POINT

## High Point Central Business District

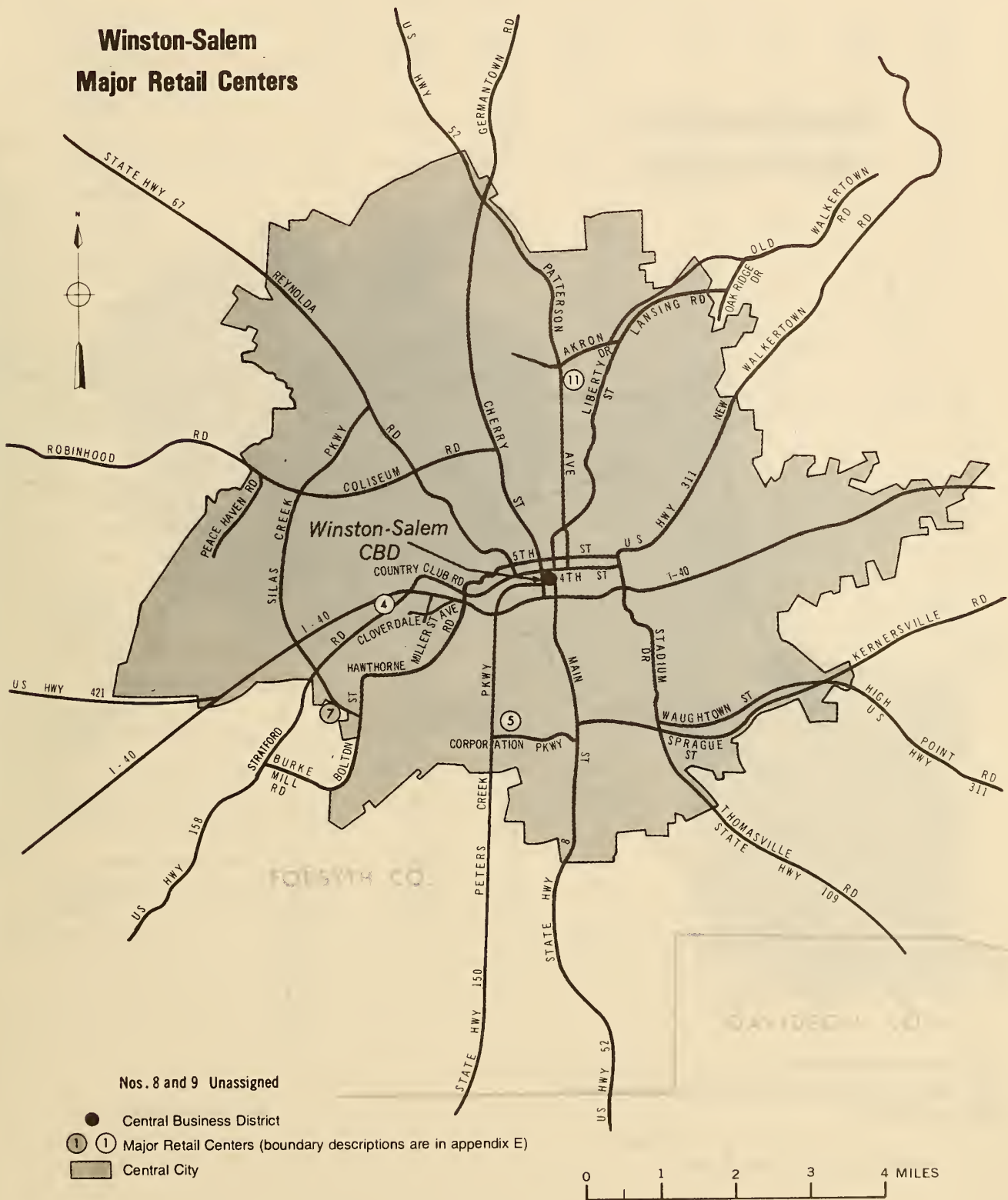


Comprising Census Tract 146



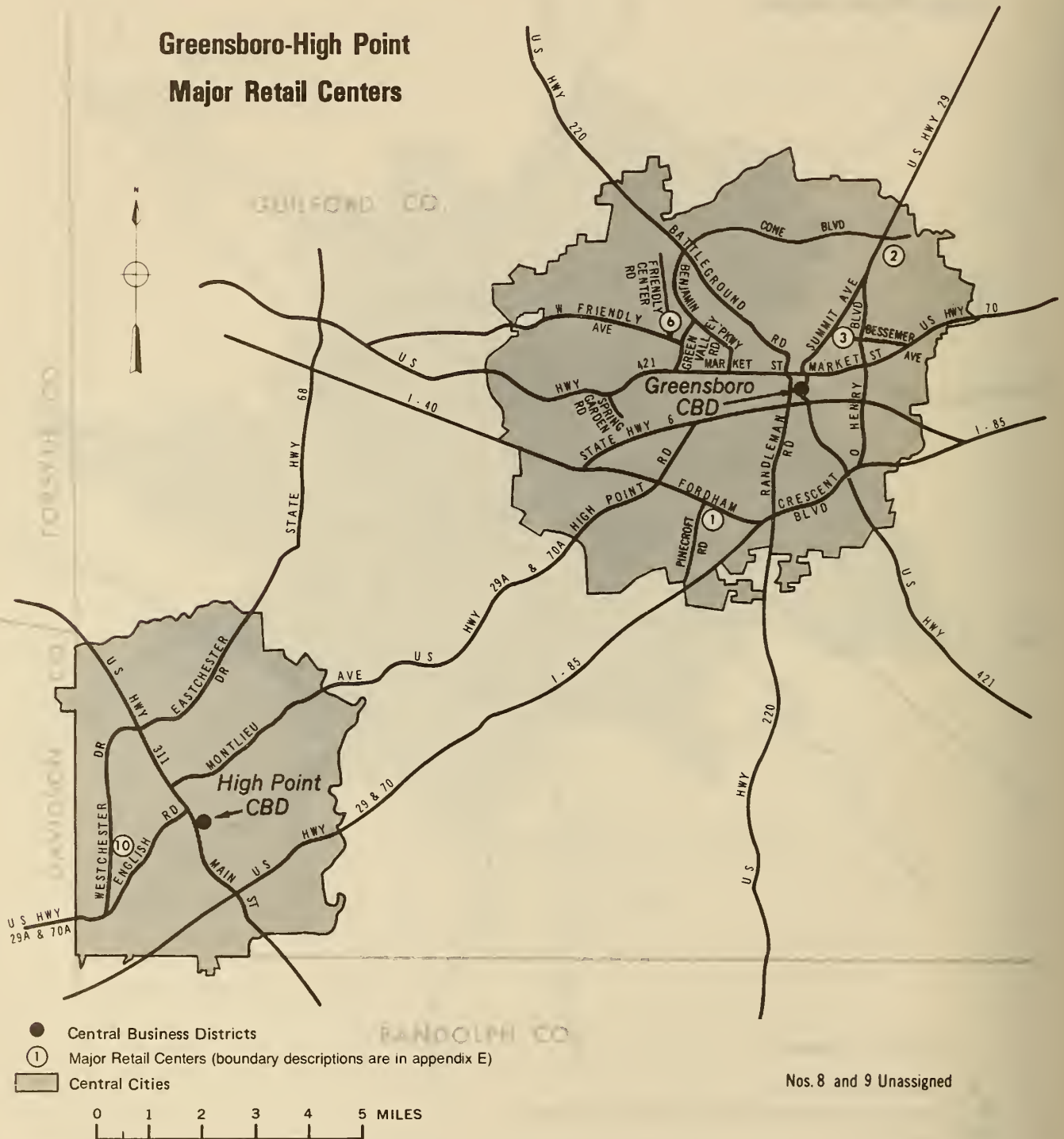
# GREENSBORO-WINSTON-SALEM-HIGH POINT

## Winston-Salem Major Retail Centers



# GREENSBORO—WINSTON-SALEM—HIGH POINT

## Greensboro-High Point Major Retail Centers





**Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Standard metropolitan statistical area	Cities			Central business districts			Major retail centers
			Greensboro	Winston-Salem	High Point	Greensboro	Winston-Salem	High Point	No. 1
	<b>Retail stores:<sup>1 2</sup></b>								
	Number .....	6 870	1 557	1 570	692	139	137	107	85
	Sales (\$1,000) .....	2 614 722	798 552	753 014	(D)	40 919	63 633	39 381	55 370
	Payroll entire year (\$1,000) .....	299 137	99 715	91 810	(D)	7 234	12 165	6 614	8 652
	Paid employees for week including March 12 ---	47 307	16 001	14 269	(D)	926	1 764	853	1 625
54, 58, 591	<b>Convenience goods stores:</b>								
	Number .....	2 248	532	528	221	33	39	30	11
	Sales (\$1,000) .....	847 656	245 422	(D)	(D)	(D)	8 669	4 033	8 499
53, 56, 57; 594	<b>Shopping goods stores (GAF):<sup>3</sup></b>								
	Number .....	1 947	503	492	225	61	64	48	68
	Sales (\$1,000) .....	663 875	234 851	222 753	(D)	15 968	25 816	24 634	45 823
52, 55, 59, ex. 591, 4, 6	<b>All other stores:</b>								
	Number .....	2 675	522	550	246	45	34	29	6
	Sales (\$1,000) .....	1 103 191	318 279	(D)	(D)	(D)	29 148	10 714	1 048
	<b>Number of Establishments</b>								
	Retail stores <sup>1 2</sup> .....	6 870	1 557	1 570	692	139	137	107	85
52	Building materials, hardware, garden supply, and mobile home dealers .....	315	54	59	27	4	3	3	1
525	Hardware stores .....	66	12	10	6	1	1	1	1
52 ex. 525	Other .....	249	42	49	21	3	2	2	-
53	General merchandise group stores .....	167	43	42	17	3	6	2	5
531	Department stores <sup>4</sup> .....	49	20	15	7	1	2	1	4
533	Variety stores .....	68	15	16	7	1	3	1	1
539	Miscellaneous general merchandise stores .....	50	8	11	3	1	1	-	-
54	Food stores <sup>5</sup> .....	1 027	193	191	83	2	3	4	5
541	Grocery stores .....	878	157	149	74	2	2	4	1
55 ex. 554	Automotive dealers .....	723	105	141	63	8	8	8	-
554	Gasoline service stations .....	765	164	151	71	5	4	4	-
56	Apparel and accessory stores .....	590	170	174	61	27	36	22	42
561	Men's and boys' clothing and furnishings stores --	91	34	28	11	9	8	4	9
562, 3, 8	Women's clothing and specialty stores and furriers .....	238	66	74	23	9	16	12	16
562	Women's ready-to-wear stores .....	205	57	68	20	7	14	11	15
565	Family clothing stores .....	80	18	14	8	2	4	1	1
566	Shoe stores .....	130	37	41	15	3	8	3	14
564, 9	Other apparel and accessory stores .....	51	15	17	4	4	-	2	2
57	Furniture, home furnishings, and equipment stores .....	635	134	141	97	15	15	13	4
5712	Furniture stores .....	271	40	44	61	7	7	10	-
5713, 4, 9	Home furnishings stores .....	180	48	43	24	2	2	-	1
572, 3	Household appliance, radio, television, and music stores .....	184	46	54	12	6	6	3	3
58	Eating and drinking places .....	1 035	294	298	116	27	32	21	5
5812	Eating places .....	949	264	274	98	22	30	16	5
5813	Drinking places (alcoholic beverages) .....	86	30	24	18	5	2	5	-
591	Drug and proprietary stores .....	186	45	39	22	4	4	5	1
59 ex. 591, 6	Miscellaneous retail stores <sup>6</sup> .....	1 427	355	334	135	44	26	25	22
592	Liquor stores .....	67	19	26	5	3	4	-	-
594	Miscellaneous shopping goods stores .....	555	156	135	50	16	7	11	17
5992	Florists .....	153	31	29	15	2	4	4	1

See footnotes at end of table.

**Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Major retail centers—Con.							
		No. 2	No. 3	No. 4	No. 5	No. 6	No. 7	No. 10	No. 11
54, 58, 591	<b>Retail stores:<sup>1 2</sup></b>								
	Number .....	48	29	40	31	73	96	29	25
	Sales (\$1,000) .....	27 524	18 917	33 336	38 967	72 584	84 327	23 008	11 997
	Payroll entire year (\$1,000) .....	4 985	2 218	3 966	4 305	10 389	12 142	3 361	1 785
	Paid employees for week including March 12 ---	875	385	699	577	1 641	1 910	586	317
53, 56, 57; 594	<b>Convenience goods stores:</b>								
	Number .....	12	9	8	9	19	17	7	5
52, 55, 59, ex. 591, 4, 6	<b>Shopping goods stores (GAF):<sup>3</sup></b>								
	Number .....	35	14	21	14	41	74	19	14
52, 55, 59, ex. 591, 4, 6	<b>All other stores:</b>								
	Number .....	1	6	11	8	13	5	3	6
52	<b>Number of Establishments</b>								
	Retail stores <sup>1 2</sup> .....	48	29	40	31	73	96	29	25
525	<b>Building materials, hardware, garden supply, and mobile home dealers</b> .....	-	1	2	-	2	-	-	2
	Hardware stores .....	-	1	1	-	1	-	-	-
53	<b>General merchandise group stores</b> .....	3	2	3	4	6	5	3	2
	Department stores <sup>4</sup> .....	3	-	1	3	4	4	3	1
533	Variety stores .....	-	2	2	1	1	-	-	1
	Miscellaneous general merchandise stores .....	-	-	-	-	1	1	-	-
54	<b>Food stores<sup>5</sup></b> .....	4	4	3	5	7	7	4	1
	Grocery stores .....	-	3	2	3	4	-	1	1
55 ex. 554	<b>Automotive dealers</b> .....	-	2	-	2	2	-	-	2
	Gasoline service stations .....	-	1	2	3	3	-	-	1
56	<b>Apparel and accessory stores</b> .....	16	6	11	6	20	44	9	9
	Men's and boys' clothing and furnishings stores --	4	-	2	1	4	11	2	2
562, 3, 8	Women's clothing and specialty stores and furriers .....	7	4	6	2	9	18	3	3
	Women's ready-to-wear stores .....	6	3	5	2	6	16	3	3
565	Family clothing stores .....	1	1	-	-	1	4	-	-
	Shoe stores .....	4	1	3	2	5	10	4	2
564, 9	Other apparel and accessory stores .....	-	-	-	1	1	1	-	2
57	<b>Furniture, home furnishings, and equipment stores</b> .....	3	4	2	1	3	7	3	1
	Furniture stores .....	-	2	-	-	1	-	-	-
5712, 4, 9	Home furnishings stores .....	-	-	-	-	-	2	-	-
	Household appliance, radio, television, and music stores .....	3	2	2	1	2	5	3	1
58	<b>Eating and drinking places</b> .....	7	3	4	3	10	9	2	3
	Eating places .....	7	3	3	3	10	9	2	3
5812, 5813	Drinking places (alcoholic beverages) .....	-	-	1	-	-	-	-	-
591	<b>Drug and proprietary stores</b> .....	1	2	1	1	2	1	1	1
	Miscellaneous retail stores <sup>6</sup> .....	14	4	12	6	18	23	7	3
59 ex. 591, 6	Liquor stores .....	-	-	1	1	1	-	-	1
	Miscellaneous shopping goods stores .....	13	2	5	3	12	18	4	2
592, 5992	Florists .....	-	2	1	1	2	1	1	-

<sup>1</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>2</sup>For all establishments, including those with no payroll.

<sup>3</sup>Stores in general merchandise, apparel, and furniture major groups, and miscellaneous shopping goods group. These stores specialize in department store merchandise.

<sup>4</sup>Includes sales from catalog order desks.

<sup>5</sup>Includes data not covered by SIC 541.

<sup>6</sup>Includes data not covered by SIC's 592, 594, and 5992.

Table 2. **Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1977**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Greensboro CBD</b>					
	<b>Retail stores<sup>2</sup> -----</b>	<b>139</b>	<b>40 919</b>	<b>7 234</b>	<b>1 698</b>	<b>926</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	<b>4</b>	<b>1 466</b>	<b>318</b>	<b>79</b>	<b>33</b>
525	Hardware stores -----	1	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	3	(D)	(D)	(D)	(D)
53	<b>General merchandise group stores -----</b>	<b>3</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
531	Department stores <sup>3</sup> -----	1	(D)	(D)	(D)	(D)
533	Variety stores -----	1	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	1	(D)	(D)	(D)	(D)
54	<b>Food stores<sup>4</sup> -----</b>	<b>2</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
541	Grocery stores -----	2	(D)	(D)	(D)	(D)
55 ex. 554	<b>Automotive dealers -----</b>	<b>8</b>	<b>13 800</b>	<b>1 554</b>	<b>359</b>	<b>117</b>
554	<b>Gasoline service stations -----</b>	<b>5</b>	<b>1 502</b>	<b>128</b>	<b>25</b>	<b>14</b>
56	<b>Apparel and accessory stores -----</b>	<b>27</b>	<b>6 074</b>	<b>1 293</b>	<b>321</b>	<b>187</b>
561	Men's and boys' clothing and furnishings stores -----	9	3 401	690	180	84
562, 3, 8	Women's clothing and specialty stores and furriers -----	9	2 011	466	102	77
562	Women's ready-to-wear stores -----	7	(D)	(D)	(D)	(D)
565	Family clothing stores -----	2	(D)	(D)	(D)	(D)
566	Shoe stores -----	3	214	45	16	11
564, 9	Other apparel and accessory stores -----	4	(D)	(D)	(D)	(D)
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>15</b>	<b>4 101</b>	<b>776</b>	<b>173</b>	<b>101</b>
5712	Furniture stores -----	7	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores -----	2	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	6	2 202	393	80	44
58	<b>Eating and drinking places -----</b>	<b>27</b>	<b>1 558</b>	<b>359</b>	<b>91</b>	<b>100</b>
5812	Eating places -----	22	1 413	330	83	93
5813	Drinking places (alcoholic beverages) -----	5	145	29	8	7
591	<b>Drug and proprietary stores -----</b>	<b>4</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup> -----</b>	<b>44</b>	<b>8 882</b>	<b>1 850</b>	<b>446</b>	<b>192</b>
592	Liquor stores -----	3	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores -----	16	(D)	(D)	(D)	(D)
5992	Florists -----	2	(D)	(D)	(D)	(D)

See footnotes at end of table.



Table 2. **Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Winston-Salem CBD</b>					
	<b>Retail stores<sup>2</sup> -----</b>	<b>137</b>	<b>63 633</b>	<b>12 165</b>	<b>2 941</b>	<b>1 764</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	<b>3</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
525	Hardware stores -----	1	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	2	(D)	(D)	(D)	(D)
53	<b>General merchandise group stores -----</b>	<b>6</b>	<b>5 526</b>	<b>2 677</b>	<b>722</b>	<b>431</b>
531	Department stores <sup>3</sup> -----	2	(D)	(D)	(D)	(D)
533	Variety stores -----	3	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	1	(D)	(D)	(D)	(D)
54	<b>Food stores<sup>4</sup> -----</b>	<b>3</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
541	Grocery stores -----	2	(D)	(D)	(D)	(D)
55 ex. 554	<b>Automotive dealers -----</b>	<b>8</b>	<b>22 391</b>	<b>2 163</b>	<b>528</b>	<b>201</b>
554	<b>Gasoline service stations -----</b>	<b>4</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
56	<b>Apparel and accessory stores -----</b>	<b>36</b>	<b>12 293</b>	<b>2 569</b>	<b>621</b>	<b>418</b>
561	Men's and boys' clothing and furnishings stores -----	8	1 913	404	81	50
562, 3, 8	Women's clothing and specialty stores and furriers -----	16	7 906	1 691	421	297
562	Women's ready-to-wear stores -----	14	(D)	(D)	(D)	(D)
565	Family clothing stores -----	4	982	195	53	30
566	Shoe stores -----	8	1 492	279	66	41
564, 9	Other apparel and accessory stores -----	-	-	-	-	-
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>15</b>	<b>4 746</b>	<b>1 167</b>	<b>255</b>	<b>153</b>
5712	Furniture stores -----	7	3 302	831	195	91
5713, 4, 9	Home furnishings stores -----	2	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	6	(D)	(D)	(D)	(D)
58	<b>Eating and drinking places -----</b>	<b>32</b>	<b>5 465</b>	<b>1 507</b>	<b>340</b>	<b>299</b>
5812	Eating places -----	30	(D)	(D)	(D)	(D)
5813	Drinking places (alcoholic beverages) -----	2	(D)	(D)	(D)	(D)
591	<b>Drug and proprietary stores -----</b>	<b>4</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup> -----</b>	<b>26</b>	<b>5 724</b>	<b>1 320</b>	<b>276</b>	<b>156</b>
592	Liquor stores -----	4	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores -----	7	3 251	700	154	96
5992	Florists -----	4	533	169	43	23

See footnotes at end of table.



**Table 2. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>High Point CBD</b>					
	Retail stores <sup>2</sup> -----	107	39 381	6 614	1 498	853
52	Building materials, hardware, garden supply, and mobile home dealers -----	3	1 297	356	73	33
525	Hardware stores -----	1	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	2	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	2	(D)	(D)	(D)	(D)
531	Department stores <sup>3</sup> -----	1	(D)	(D)	(D)	(D)
533	Variety stores -----	1	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	-	-	-	-	-
54	Food stores <sup>4</sup> -----	4	432	54	14	9
541	Grocery stores -----	4	432	54	14	9
55 ex. 554	Automotive dealers -----	8	7 314	1 047	232	90
554	Gasoline service stations -----	4	(D)	(D)	(D)	(D)
56	Apparel and accessory stores -----	22	7 577	1 189	277	214
561	Men's and boys' clothing and furnishings stores -----	4	973	185	36	18
562, 3, 8	Women's clothing and specialty stores and furriers -----	12	5 349	830	204	156
562	Women's ready-to-wear stores -----	11	(D)	(D)	(D)	(D)
565	Family clothing stores -----	1	(D)	(D)	(D)	(D)
566	Shoe stores -----	3	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores -----	2	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	13	7 514	1 029	205	94
5712	Furniture stores -----	10	7 040	912	179	79
5713, 4, 9	Home furnishings stores -----	-	-	-	-	-
572, 3	Household appliance, radio, television, and music stores -----	3	474	117	26	15
58	Eating and drinking places -----	21	1 735	453	115	98
5812	Eating places -----	16	1 374	404	101	85
5813	Drinking places (alcoholic beverages) -----	5	361	49	14	13
591	Drug and proprietary stores -----	5	1 866	276	76	41
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	25	(D)	(D)	(D)	(D)
592	Liquor stores -----	-	-	-	-	-
594	Miscellaneous shopping goods stores -----	11	(D)	(D)	(D)	(D)
5992	Florists -----	4	304	56	14	13

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

Table 3. **Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Greensboro</b>					
	Retail stores <sup>2</sup> -----	1 557	798 552	99 715	23 602	16 001
52	Building materials, hardware, garden supply, and mobile home dealers -----	54	31 570	3 477	778	355
525	Hardware stores -----	12	3 160	548	139	66
52 ex. 525	Other -----	42	28 410	2 929	639	289
53	General merchandise group stores -----	43	132 686	20 351	4 638	3 472
531	Department stores <sup>3</sup> -----	20	118 518	18 771	4 275	3 099
533	Variety stores -----	15	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	8	(D)	(D)	(D)	(D)
54	Food stores <sup>4</sup> -----	193	146 934	12 348	2 936	1 780
541	Grocery stores -----	157	140 867	11 606	2 772	1 575
55 ex. 554	Automotive dealers -----	105	189 410	17 394	4 164	1 354
554	Gasoline service stations -----	164	60 617	4 043	1 034	703
56	Apparel and accessory stores -----	170	47 506	7 078	1 690	1 254
561	Men's and boys' clothing and furnishings stores -----	34	8 972	1 579	404	189
562, 3, 8	Women's clothing and specialty stores and furriers -----	66	21 723	3 220	757	639
562	Women's ready-to-wear stores -----	57	(D)	(D)	(D)	(D)
565	Family clothing stores -----	18	8 020	885	184	163
566	Shoe stores -----	37	7 746	1 207	295	224
564, 9	Other apparel and accessory stores -----	15	1 045	187	50	39
57	Furniture, home furnishings, and equipment stores -----	134	30 591	4 417	1 057	608
5712	Furniture stores -----	40	11 286	1 581	387	213
5713, 4, 9	Home furnishings stores -----	48	6 173	934	204	136
572, 3	Household appliance, radio, television, and music stores -----	46	13 132	1 902	466	259
58	Eating and drinking places -----	294	72 924	19 027	4 505	4 794
5812	Eating places -----	264	70 403	18 533	4 398	4 672
5813	Drinking places (alcoholic beverages) -----	30	2 521	494	107	122
591	Drug and proprietary stores -----	45	25 564	3 217	770	458
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	355	60 750	8 363	2 030	1 223
592	Liquor stores -----	19	11 329	674	178	100
594	Miscellaneous shopping goods stores -----	156	24 068	3 629	871	615
5992	Florists -----	31	3 136	609	143	98

See footnotes at end of table.

**Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Winston-Salem</b>					
	Retail stores <sup>2</sup> -----	1 570	753 014	91 810	21 781	14 269
52	Building materials, hardware, garden supply, and mobile home dealers -----	59	35 227	3 963	993	390
525	Hardware stores -----	10	(D)	843	195	89
52 ex. 525	Other -----	49	(D)	3 120	798	301
53	General merchandise group stores -----	42	115 288	16 912	3 937	2 761
531	Department stores <sup>3</sup> -----	15	(D)	(D)	(D)	(D)
533	Variety stores -----	16	(D)	1 586	379	388
539	Miscellaneous general merchandise stores -----	11	11 146	(D)	(D)	(D)
54	Food stores <sup>4</sup> -----	191	141 197	11 176	2 793	1 706
541	Grocery stores -----	149	135 283	10 363	2 602	1 519
55 ex. 554	Automotive dealers -----	141	176 892	15 012	3 634	1 247
554	Gasoline service stations -----	151	49 533	2 983	740	429
56	Apparel and accessory stores -----	174	50 466	8 065	1 858	1 389
561	Men's and boys' clothing and furnishings stores -----	28	8 900	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers -----	74	26 914	4 299	1 036	828
562	Women's ready-to-wear stores -----	68	(D)	4 214	1 012	813
565	Family clothing stores -----	14	3 745	(D)	(D)	(D)
566	Shoe stores -----	41	(D)	1 378	307	225
564, 9	Other apparel and accessory stores -----	17	(D)	340	72	51
57	Furniture, home furnishings, and equipment stores -----	141	38 118	6 521	1 454	799
5712	Furniture stores -----	44	12 039	2 413	620	296
5713, 4, 9	Home furnishings stores -----	43	6 876	815	174	129
572, 3	Household appliance, radio, television, and music stores -----	54	19 203	3 293	660	374
58	Eating and drinking places -----	298	63 697	16 164	3 855	4 025
5812	Eating places -----	274	62 553	(D)	(D)	(D)
5813	Drinking places (alcoholic beverages) -----	24	1 144	(D)	(D)	(D)
591	Drug and proprietary stores -----	39	(D)	3 527	820	470
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	334	(D)	7 487	1 697	1 053
592	Liquor stores -----	26	9 739	(D)	(D)	(D)
594	Miscellaneous shopping goods stores -----	135	18 881	2 851	671	496
5992	Florists -----	29	2 987	688	168	102

See footnotes at end of table.

Table 3. **Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>High Point</b>					
	Retail stores <sup>2</sup> -----	692	(D)	(D)	(D)	(D)
52	Building materials, hardware, garden supply, and mobile home dealers -----	27	10 371	1 378	299	132
525	Hardware stores -----	6	912	(D)	(D)	(D)
52 ex. 525	Other -----	21	9 459	(D)	(D)	(D)
53	General merchandise group stores -----	17	(D)	5 865	1 353	927
531	Department stores <sup>3</sup> -----	7	34 869	5 120	1 191	761
533	Variety stores -----	7	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	3	891	(D)	(D)	(D)
54	Food stores <sup>4</sup> -----	83	63 197	5 246	1 279	1 029
541	Grocery stores -----	74	62 308	5 142	1 257	997
55 ex. 554	Automotive dealers -----	63	74 244	6 580	1 752	554
554	Gasoline service stations -----	71	20 429	1 203	307	188
56	Apparel and accessory stores -----	61	16 326	2 353	578	427
561	Men's and boys' clothing and furnishings stores -----	11	(D)	430	100	52
562, 3, 8	Women's clothing and specialty stores and furriers -----	23	(D)	1 275	321	254
562	Women's ready-to-wear stores -----	20	(D)	(D)	(D)	(D)
565	Family clothing stores -----	8	2 297	(D)	(D)	(D)
566	Shoe stores -----	15	(D)	273	68	54
564, 9	Other apparel and accessory stores -----	4	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	97	34 817	4 140	929	435
5712	Furniture stores -----	61	27 931	2 957	675	291
5713, 4, 9	Home furnishings stores -----	24	2 790	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	12	4 096	(D)	(D)	(D)
58	Eating and drinking places -----	116	21 407	5 168	1 218	1 223
5812	Eating places -----	98	20 485	5 081	1 194	1 197
5813	Drinking places (alcoholic beverages) -----	18	922	87	24	26
591	Drug and proprietary stores -----	22	(D)	1 809	457	252
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	135	(D)	(D)	(D)	(D)
592	Liquor stores -----	5	3 216	167	13	15
594	Miscellaneous shopping goods stores -----	50	3 997	545	124	102
5992	Florists -----	15	965	188	51	42

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.



Table 4. **Statistics by Kind of Business for the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
<b>Greensboro-Winston-Salem-High Point, N.C., SMSA</b>						
	<b>Retail stores<sup>2</sup> -----</b>	<b>6 870</b>	<b>2 614 722</b>	<b>299 137</b>	<b>71 132</b>	<b>47 307</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	<b>315</b>	<b>147 630</b>	<b>16 159</b>	<b>3 650</b>	<b>1 657</b>
525	Hardware stores -----	66	18 103	2 489	591	292
52 ex. 525	Other -----	249	129 527	13 670	3 059	1 365
53	<b>General merchandise group stores -----</b>	<b>167</b>	<b>326 073</b>	<b>47 312</b>	<b>10 898</b>	<b>7 935</b>
531	Department stores <sup>3</sup> -----	49	262 863	40 497	9 373	6 451
533	Variety stores -----	68	38 192	4 803	1 097	1 140
539	Miscellaneous general merchandise stores -----	50	25 018	2 012	428	344
54	<b>Food stores<sup>4</sup> -----</b>	<b>1 027</b>	<b>542 151</b>	<b>41 361</b>	<b>10 096</b>	<b>6 683</b>
541	Grocery stores -----	878	525 776	39 390	9 639	6 188
55 ex. 554	<b>Automotive dealers -----</b>	<b>723</b>	<b>620 196</b>	<b>53 367</b>	<b>13 050</b>	<b>4 616</b>
554	<b>Gasoline service stations -----</b>	<b>765</b>	<b>211 358</b>	<b>12 229</b>	<b>3 115</b>	<b>2 002</b>
56	<b>Apparel and accessory stores -----</b>	<b>590</b>	<b>136 228</b>	<b>20 307</b>	<b>4 802</b>	<b>3 624</b>
561	Men's and boys' clothing and furnishings stores -----	91	23 339	4 058	937	495
562, 3, 8	Women's clothing and specialty stores and furriers -----	238	64 454	9 651	2 309	1 896
562	Women's ready-to-wear stores -----	205	61 655	9 252	2 204	1 827
565	Family clothing stores -----	80	21 641	2 500	601	499
566	Shoe stores -----	130	22 802	3 475	814	623
564, 9	Other apparel and accessory stores -----	51	3 992	623	141	111
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>635</b>	<b>143 908</b>	<b>20 346</b>	<b>4 667</b>	<b>2 522</b>
5712	Furniture stores -----	271	74 950	10 104	2 415	1 192
5713, 4, 9	Home furnishings stores -----	180	22 991	3 162	684	446
572, 3	Household appliance, radio, television, and music stores -----	184	45 967	7 080	1 568	884
58	<b>Eating and drinking places -----</b>	<b>1 035</b>	<b>208 458</b>	<b>52 528</b>	<b>12 383</b>	<b>13 117</b>
5812	Eating places -----	949	202 777	51 704	12 180	12 908
5813	Drinking places (alcoholic beverages) -----	86	5 681	824	203	209
591	<b>Drug and proprietary stores -----</b>	<b>186</b>	<b>97 047</b>	<b>13 031</b>	<b>3 141</b>	<b>1 844</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup> -----</b>	<b>1 427</b>	<b>181 673</b>	<b>22 497</b>	<b>5 330</b>	<b>3 307</b>
592	Liquor stores -----	67	32 120	2 093	503	282
594	Miscellaneous shopping goods stores -----	555	57 666	8 405	2 000	1 455
5992	Florists -----	153	10 636	2 106	522	376

<sup>1</sup>For all establishments, including those with no payroll.<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).<sup>3</sup>Includes sales from catalog order desks.<sup>4</sup>Includes data not covered by SIC 541.<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 5. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1972**

[For meaning of abbreviations and symbols, see introductory text. For CBD boundaries, see maps in 1972 report]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1972 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Greensboro</b>					
	Retail stores <sup>2</sup> -----	215	93 246	16 103	3 846	2 802
52	Building materials, hardware, garden supply, and mobile home dealers -----	2	(D)	(D)	(D)	(D)
525	Hardware stores -----	1	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	1	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	10	30 300	6 112	1 475	1 185
531	Department stores <sup>3</sup> -----	4	28 289	5 716	1 370	1 087
533	Variety stores -----	2	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	4	(D)	(D)	(D)	(D)
54	Food stores -----	9	2 420	253	65	41
55 ex. 554	Automotive dealers -----	18	21 852	2 543	601	268
554	Gasoline service stations -----	13	1 281	116	35	34
56	Apparel and accessory stores -----	41	14 905	2 741	633	474
561	Men's and boys' clothing and furnishings stores -----	11	4 361	880	199	103
562, 3, 8	Women's clothing and specialty stores and furriers -----	13	6 382	1 210	260	222
562	Women's ready-to-wear stores -----	9	3 878	887	186	174
565	Family clothing stores -----	4	(D)	(D)	(D)	(D)
566	Shoe stores -----	12	2 914	529	142	123
564, 9	Other apparel and accessory stores -----	1	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	22	6 416	1 218	306	189
5712	Furniture stores -----	13	4 470	873	224	133
5713, 4, 9	Home furnishings stores -----	2	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	7	(D)	(D)	(D)	(D)
58	Eating and drinking places -----	32	2 192	539	131	205
5812	Eating places -----	28	1 993	489	127	200
5813	Drinking places (alcoholic beverages) -----	4	199	50	4	5
591	Drug and proprietary stores -----	6	(D)	(D)	(D)	(D)
59 ex. 591, 6	Miscellaneous retail stores <sup>4</sup> -----	62	11 774	2 252	507	335
592	Liquor stores -----	3	435	50	13	9
594	Miscellaneous shopping goods stores -----	25	7 640	1 329	294	206
5992	Florists -----	4	(D)	(D)	(D)	(D)

See footnotes at end of table.

Table 5. **Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1972—Con.**

[For meaning of abbreviations and symbols, see introductory text. For CBD boundaries, see maps in 1972 report]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1972 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Winston-Salem</b>					
	Retail stores <sup>2</sup> -----	182	88 519	15 337	3 620	2 795
52	Building materials, hardware, garden supply, and mobile home dealers -----	2	(D)	(D)	(D)	(D)
525	Hardware stores -----	1	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	1	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	14	29 923	5 504	1 303	1 049
531	Department stores <sup>3</sup> -----	4	27 033	5 008	1 175	921
533	Variety stores -----	4	1 801	355	91	81
539	Miscellaneous general merchandise stores -----	6	1 089	141	37	47
54	Food stores -----	6	(D)	(D)	(D)	(D)
55 ex. 554	Automotive dealers -----	17	21 819	2 540	592	329
554	Gasoline service stations -----	9	922	55	14	13
56	Apparel and accessory stores -----	53	15 268	3 576	840	689
561	Men's and boys' clothing and furnishings stores -----	12	3 528	888	195	129
562, 3, 8	Women's clothing and specialty stores and furriers -----	16	5 619	1 430	346	302
562	Women's ready-to-wear stores -----	13	5 395	1 405	338	293
565	Family clothing stores -----	6	3 433	706	184	154
566	Shoe stores -----	17	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores -----	2	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	16	5 471	1 079	263	176
5712	Furniture stores -----	9	4 165	854	203	133
5713, 4, 9	Home furnishings stores -----	-	-	-	-	-
572, 3	Household appliance, radio, television, and music stores -----	7	1 306	225	60	43
58	Eating and drinking places -----	32	3 540	730	193	208
5812	Eating places -----	28	3 430	710	190	205
5813	Drinking places (alcoholic beverages) -----	4	110	20	3	3
591	Drug and proprietary stores -----	4	1 977	327	89	73
59 ex. 591, 6	Miscellaneous retail stores <sup>4</sup> -----	29	5 680	1 200	248	201
592	Liquor stores -----	2	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores -----	16	3 956	848	179	151
5992	Florists -----	1	(D)	(D)	(D)	(D)

See footnotes at end of table.

Table 5. **Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1972—Con.**

[For meaning of abbreviations and symbols, see introductory text. For CBD boundaries, see maps in 1972 report]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1972 (\$1,000)	Paid employees for week including March 12 (number)
	<b>High Point</b>					
	Retail stores <sup>2</sup> -----	133	35 514	6 357	1 479	1 135
52	Building materials, hardware, garden supply, and mobile home dealers -----	4	(D)	(D)	(D)	(D)
525	Hardware stores -----	1	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	3	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	5	(D)	(D)	(D)	(D)
531	Department stores <sup>3</sup> -----	1	(D)	(D)	(D)	(D)
533	Variety stores -----	1	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	3	526	69	15	16
54	Food stores -----	4	239	22	5	7
55 ex. 554	Automotive dealers -----	11	5 354	694	161	84
554	Gasoline service stations -----	8	694	91	23	22
56	Apparel and accessory stores -----	36	8 023	1 511	381	336
561	Men's and boys' clothing and furnishings stores -----	9	1 667	354	64	43
562, 3, 8	Women's clothing and specialty stores and furriers -----	11	2 357	526	134	129
562	Women's ready-to-wear stores -----	9	(D)	(D)	(D)	(D)
565	Family clothing stores -----	7	3 082	516	153	137
566	Shoe stores -----	7	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores -----	2	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	16	5 253	779	183	118
5712	Furniture stores -----	12	4 504	647	151	96
5713, 4, 9	Home furnishings stores -----	-	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	4	(D)	(D)	(D)	(D)
58	Eating and drinking places -----	18	1 675	462	104	107
5812	Eating places -----	14	1 299	430	102	105
5813	Drinking places (alcoholic beverages) -----	4	376	32	2	2
591	Drug and proprietary stores -----	6	2 401	526	110	94
59 ex. 591, 6	Miscellaneous retail stores <sup>4</sup> -----	25	2 848	432	101	81
592	Liquor stores -----	-	-	-	-	-
594	Miscellaneous shopping goods stores -----	11	1 842	225	53	47
5992	Florists -----	3	257	52	11	12

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC's 592, 594, and 5992.



**Table 6. Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business**

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Percent change in sales, 1972 to 1977 <sup>1</sup>		
		Central business district	City	Standard metropolitan statistical area
	<b>Greensboro</b>			
	Retail stores <sup>2</sup> -----	(NC)	60.1	61.0
52	Building materials, hardware, garden supply, and mobile home dealers -----	(NC)	14.2	36.1
525	Hardware stores -----	(NC)	2.6	55.9
52 ex. 525	Other -----	(NC)	(D)	33.7
53	General merchandise group stores -----	(NC)	82.2	60.4
531	Department stores <sup>3</sup> -----	(NC)	82.5	67.3
533	Variety stores -----	(NC)	(D)	29.3
539	Miscellaneous general merchandise stores -----	(NC)	(D)	51.3
54	Food stores <sup>4</sup> -----	(NC)	55.9	60.6
541	Grocery stores -----	(NA)	58.4	62.0
55 ex. 554	Automotive dealers -----	(NC)	56.9	63.6
554	Gasoline service stations -----	(NC)	45.6	74.4
56	Apparel and accessory stores -----	(NC)	41.1	31.9
561	Men's and boys' clothing and furnishings stores -----	(NC)	27.9	13.1
562, 3, 8	Women's clothing and specialty stores and furriers -----	(NC)	37.3	57.5
562	Women's ready-to-wear stores -----	(NC)	(D)	85.0
565	Family clothing stores -----	(NC)	(NC)	26.8
566	Shoe stores -----	(NC)	-5.3	1.0
564, 9	Other apparel and accessory stores -----	(NC)	(D)	91.0
57	Furniture, home furnishings, and equipment stores -----	(NC)	28.4	57.6
5712	Furniture stores -----	(NC)	-2.8	50.7
5713, 4, 9	Home furnishings stores -----	(NC)	39.7	101.4
572, 3	Household appliance, radio, television, and music stores -----	(NC)	68.4	52.6
58	Eating and drinking places -----	(NC)	113.3	92.4
5812	Eating places -----	(NC)	114.1	95.9
5813	Drinking places (alcoholic beverages) -----	(NC)	92.9	17.9
591	Drug and proprietary stores -----	(NC)	(D)	61.7
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	(NC)	(D)	63.0
592	Liquor stores -----	(NC)	(D)	39.6
594	Miscellaneous shopping goods stores -----	(NC)	49.0	49.0
5992	Florists -----	(NC)	44.6	38.0

See footnotes at end of table.

Table 6. **Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business—Con.**

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Percent change in sales, 1972 to 1977 <sup>1</sup>		
		Central business district	City	Standard metropolitan statistical area
	<b>Winston-Salem</b>			
	Retail stores <sup>2</sup> .....	-28.1	62.4	61.0
52	Building materials, hardware, garden supply, and mobile home dealers .....	61.4	17.3	36.1
525	Hardware stores .....	6.8	(D)	55.9
52 ex. 525	Other .....	76.4	8.2	33.7
53	General merchandise group stores .....	(NC)	67.4	60.4
531	Department stores <sup>3</sup> .....	(D)	66.8	67.3
533	Variety stores .....	(D)	(D)	29.3
539	Miscellaneous general merchandise stores .....	(D)	(D)	51.3
54	Food stores <sup>4</sup> .....	-52.5	58.5	60.6
541	Grocery stores .....	(NA)	57.3	62.0
55 ex. 554	Automotive dealers .....	2.6	75.9	63.6
554	Gasoline service stations .....	(D)	103.9	74.4
56	Apparel and accessory stores .....	-19.5	38.0	31.9
561	Men's and boys' clothing and furnishings stores .....	-45.8	(D)	13.1
562, 3, 8	Women's clothing and specialty stores and furriers .....	40.7	(D)	57.5
562	Women's ready-to-wear stores .....	(D)	(D)	85.0
565	Family clothing stores .....	-71.4	-39.3	26.8
566	Shoe stores .....	(D)	(D)	1.0
564, 9	Other apparel and accessory stores .....	(D)	(D)	91.0
57	Furniture, home furnishings, and equipment stores .....	-13.3	48.2	57.6
5712	Furniture stores .....	-20.7	22.5	50.7
5713, 4, 9	Home furnishings stores .....	(D)	91.9	101.4
572, 3	Household appliance, radio, television, and music stores .....	(D)	55.9	52.6
58	Eating and drinking places .....	54.4	76.4	92.4
5812	Eating places .....	(D)	(D)	95.9
5813	Drinking places (alcoholic beverages) .....	(D)	(D)	17.9
591	Drug and proprietary stores .....	(D)	59.8	61.7
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> .....	0.8	56.0	63.0
592	Liquor stores .....	8.0	(D)	39.6
594	Miscellaneous shopping goods stores .....	-17.8	75.3	49.0
5992	Florists .....	(D)	35.0	38.0

See footnotes at end of table.

**Table 6. Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business—Con.**

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Percent change in sales, 1972 to 1977 <sup>1</sup>		
		Central business district	City	Standard metropolitan statistical area
	<b>High Point</b>			
	Retail stores <sup>2</sup> -----	10.9	(D)	61.0
52	Building materials, hardware, garden supply, and mobile home dealers -----	(D)	92.8	36.1
525	Hardware stores -----	3.4	(D)	55.9
52 ex. 525	Other -----	-11.5	97.1	33.7
53	General merchandise group stores -----	3.4	42.3	60.4
531	Department stores <sup>3</sup> -----	11.4	39.6	67.3
533	Variety stores -----	-0.9	102.7	29.3
539	Miscellaneous general merchandise stores -----	-	(D)	51.3
54	Food stores <sup>4</sup> -----	80.8	54.2	60.6
541	Grocery stores -----	(NA)	56.2	62.0
55 ex. 554	Automotive dealers -----	36.6	57.5	63.6
554	Gasoline service stations -----	(D)	93.2	74.4
56	Apparel and accessory stores -----	-5.6	20.3	31.9
561	Men's and boys' clothing and furnishings stores -----	-41.6	(D)	13.1
562, 3, 8	Women's clothing and specialty stores and furriers -----	126.9	(D)	57.5
562	Women's ready-to-wear stores -----	120.3	89.5	85.0
565	Family clothing stores -----	(D)	(D)	26.8
566	Shoe stores -----	-75.8	(D)	1.0
564, 9	Other apparel and accessory stores -----	(D)	(D)	91.0
57	Furniture, home furnishings, and equipment stores -----	43.0	90.5	57.6
5712	Furniture stores -----	56.3	111.4	50.7
5713, 4, 9	Home furnishings stores -----	(D)	143.2	101.4
572, 3	Household appliance, radio, television, and music stores -----	(D)	4.6	52.6
58	Eating and drinking places -----	3.6	87.4	92.4
5812	Eating places -----	5.8	(D)	95.9
5813	Drinking places (alcoholic beverages) -----	-4.0	(D)	17.9
591	Drug and proprietary stores -----	-22.3	24.2	61.7
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	(D)	(D)	63.0
592	Liquor stores -----	-	(D)	39.6
594	Miscellaneous shopping goods stores -----	(D)	16.7	49.0
5992	Florists -----	18.3	11.3	38.0

<sup>1</sup>Data are not adjusted for boundary changes between census years. Sales taxes and finance charges were included in 1972 but not in 1977.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 7. Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977**

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Central business district sales as percent of sales of—		Percent distribution of sales		
		City	Standard metropolitan statistical area	Central business district	City	Standard metropolitan statistical area
	<b>Greensboro</b>					
	Retail stores <sup>1</sup> -----	5.1	1.6	100.0	100.0	100.0
52	Building materials, hardware, garden supply, and mobile home dealers -----	4.6	1.0	3.6	4.0	5.6
525	Hardware stores -----	(D)	(D)	(D)	0.4	0.7
52 ex. 525	Other -----	(D)	(D)	(D)	3.6	5.0
53	General merchandise group stores -----	(D)	(D)	(D)	16.6	12.5
531	Department stores <sup>2</sup> -----	(D)	(D)	(D)	14.8	10.1
533	Variety stores -----	(D)	(D)	(D)	(D)	1.5
539	Miscellaneous general merchandise stores -----	(D)	(D)	(D)	(D)	1.0
54	Food stores <sup>3</sup> -----	(D)	(D)	(D)	18.4	20.7
541	Grocery stores -----	(D)	(D)	(D)	17.6	20.1
55 ex. 554	Automotive dealers -----	7.3	2.2	33.7	23.7	23.7
554	Gasoline service stations -----	2.5	0.7	3.7	7.6	8.1
56	Apparel and accessory stores -----	12.8	4.5	14.8	5.9	5.2
561	Men's and boys' clothing and furnishings stores -----	37.9	14.6	8.3	1.1	0.9
562, 3, 8	Women's clothing and specialty stores and furriers -----	9.3	3.1	4.9	2.7	2.5
562	Women's ready-to-wear stores -----	7.5	(D)	(D)	(D)	2.4
565	Family clothing stores -----	(D)	(D)	(D)	1.0	0.8
566	Shoe stores -----	2.8	0.9	0.5	1.0	0.9
564, 9	Other apparel and accessory stores -----	(D)	(D)	(D)	0.1	0.2
57	Furniture, home furnishings, and equipment stores -----	13.4	2.8	10.0	3.8	5.5
5712	Furniture stores -----	(D)	(D)	(D)	1.4	2.9
5713, 4, 9	Home furnishings stores -----	(D)	(D)	(D)	0.8	0.9
572, 3	Household appliance, radio, television, and music stores -----	16.8	4.8	5.4	1.6	1.8
58	Eating and drinking places -----	2.1	0.7	3.8	9.1	8.0
5812	Eating places -----	2.0	0.7	3.5	8.8	7.8
5813	Drinking places (alcoholic beverages) -----	5.8	2.6	0.4	0.3	0.2
591	Drug and proprietary stores -----	(D)	(D)	(D)	3.2	3.7
59 ex. 591, 6	Miscellaneous retail stores <sup>4</sup> -----	14.6	4.9	21.7	7.6	6.9
592	Liquor stores -----	(D)	(D)	(D)	1.4	1.2
594	Miscellaneous shopping goods stores -----	(D)	(D)	(D)	3.0	2.2
5992	Florists -----	(D)	(D)	(D)	0.4	0.4

See footnotes at end of table.



**Table 7. Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977—Con.**

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Central business district sales as percent of sales of—		Percent distribution of sales		
		City	Standard metropolitan statistical area	Central business district	City	Standard metropolitan statistical area
	<b>Winston-Salem</b>					
	Retail stores <sup>1</sup> .....	8.5	2.4	100.0	100.0	100.0
52	Building materials, hardware, garden supply, and mobile home dealers .....	(D)	(D)	(D)	4.7	5.6
525	Hardware stores .....	(D)	(D)	(D)	(D)	0.7
52 ex. 525	Other .....	9.8	(D)	(D)	(D)	5.0
53	General merchandise group stores .....	4.8	1.7	8.7	15.3	12.5
531	Department stores <sup>2</sup> .....	3.9	(D)	(D)	(D)	10.1
533	Variety stores .....	13.2	(D)	(D)	(D)	1.5
539	Miscellaneous general merchandise stores .....	(D)	(D)	(D)	1.5	1.0
54	Food stores <sup>3</sup> .....	(D)	(D)	(D)	18.8	20.7
541	Grocery stores .....	(D)	(D)	(D)	18.0	20.1
55 ex. 554	Automotive dealers .....	12.7	3.6	35.2	23.5	23.7
554	Gasoline service stations .....	(D)	(D)	(D)	6.6	8.1
56	Apparel and accessory stores .....	24.4	9.0	19.3	6.7	5.2
561	Men's and boys' clothing and furnishings stores .....	21.5	8.2	3.0	1.2	0.9
562, 3, 8	Women's clothing and specialty stores and furriers .....	29.4	12.3	12.4	3.6	2.5
562	Women's ready-to-wear stores .....	29.4	(D)	(D)	(D)	2.4
565	Family clothing stores .....	26.2	4.5	1.5	0.5	0.8
566	Shoe stores .....	(D)	6.5	2.3	(D)	0.9
564, 9	Other apparel and accessory stores .....	(D)	—	—	(D)	0.2
57	Furniture, home furnishings, and equipment stores .....	12.5	3.3	7.5	5.1	5.5
5712	Furniture stores .....	27.4	4.4	5.2	1.6	2.9
5713, 4, 9	Home furnishings stores .....	(D)	(D)	(D)	0.9	0.9
572, 3	Household appliance, radio, television, and music stores .....	(D)	(D)	(D)	2.6	1.8
58	Eating and drinking places .....	8.6	2.6	8.6	8.5	8.0
5812	Eating places .....	(D)	(D)	(D)	8.3	7.8
5813	Drinking places (alcoholic beverages) .....	(D)	(D)	(D)	0.2	0.2
591	Drug and proprietary stores .....	8.2	(D)	(D)	(D)	3.7
59 ex. 591, 6	Miscellaneous retail stores <sup>4</sup> .....	(D)	3.2	9.0	(D)	6.9
592	Liquor stores .....	(D)	(D)	(D)	1.3	1.2
594	Miscellaneous shopping goods stores .....	17.2	5.6	5.1	2.5	2.2
5992	Florists .....	17.8	5.0	0.8	0.4	0.4

See footnotes at end of table.

Table 7. **Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977—Con.**

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Central business district sales as percent of sales of—		Percent distribution of sales		
		City	Standard metropolitan statistical area	Central business district	City	Standard metropolitan statistical area
	<b>High Point</b>					
	Retail stores <sup>1</sup> -----	(D)	1.5	100.0	100.0	100.0
52	Building materials, hardware, garden supply, and mobile home dealers -----	12.5	0.9	3.3	(D)	5.6
525	Hardware stores -----	(D)	(D)	(D)	(D)	0.7
52 ex. 525	Other -----	(D)	(D)	(D)	(D)	5.0
53	General merchandise group stores -----	18.9	(D)	(D)	13.6	12.5
531	Department stores <sup>2</sup> -----	(D)	(D)	(D)	(D)	10.1
533	Variety stores -----	(D)	(D)	(D)	2.0	1.5
539	Miscellaneous general merchandise stores -----	-	-	-	(D)	1.0
54	Food stores <sup>3</sup> -----	0.7	0.1	1.1	(D)	20.7
541	Grocery stores -----	0.7	0.1	1.1	(D)	20.1
55 ex. 554	Automotive dealers -----	9.9	1.2	18.6	(D)	23.7
554	Gasoline service stations -----	(D)	(D)	(D)	(D)	8.1
56	Apparel and accessory stores -----	46.4	5.6	19.2	(D)	5.2
561	Men's and boys' clothing and furnishings stores -----	(D)	4.2	2.5	0.9	0.9
562, 3, 8	Women's clothing and specialty stores and furriers -----	(D)	8.3	13.6	3.0	2.5
562	Women's ready-to-wear stores -----	54.6	(D)	(D)	2.7	2.4
565	Family clothing stores -----	(D)	(D)	(D)	(D)	0.8
566	Shoe stores -----	12.4	(D)	(D)	0.5	0.9
564, 9	Other apparel and accessory stores -----	64.1	(D)	(D)	0.1	0.2
57	Furniture, home furnishings, and equipment stores -----	21.6	5.2	19.1	(D)	5.5
5712	Furniture stores -----	25.2	9.4	17.9	(D)	2.9
5713, 4, 9	Home furnishings stores -----	-	-	-	(D)	0.9
572, 3	Household appliance, radio, television, and music stores -----	11.6	1.0	1.2	(D)	1.8
58	Eating and drinking places -----	8.1	0.8	4.4	(D)	8.0
5812	Eating places -----	6.7	0.7	3.5	(D)	7.8
5813	Drinking places (alcoholic beverages) -----	39.2	6.4	0.9	(D)	0.2
591	Drug and proprietary stores -----	(D)	1.9	4.7	4.1	3.7
59 ex. 591, 6	Miscellaneous retail stores <sup>4</sup> -----	20.4	(D)	(D)	4.3	6.9
592	Liquor stores -----	-	-	-	(D)	1.2
594	Miscellaneous shopping goods stores -----	(D)	(D)	(D)	(D)	2.2
5992	Florists -----	31.5	2.9	0.8	(D)	0.4

<sup>1</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

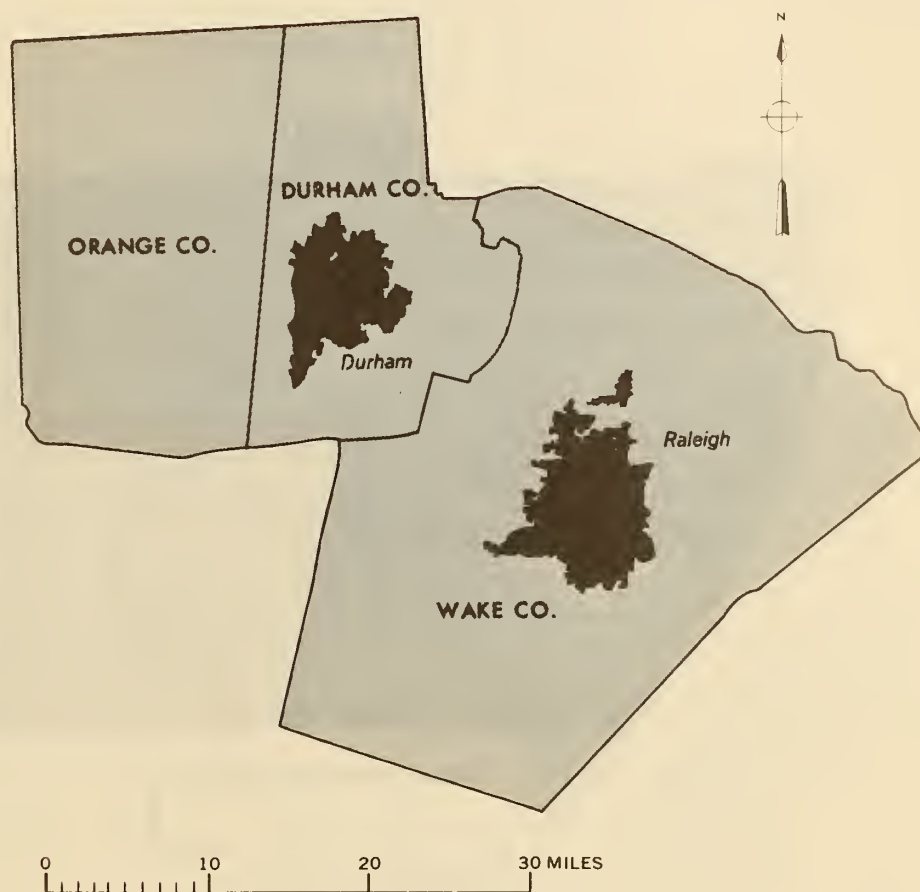
<sup>2</sup>Includes sales from catalog order desks.

<sup>3</sup>Includes data not covered by SIC 541.

<sup>4</sup>Includes data not covered by SIC's 592, 594, and 5992.

## RALEIGH-DURHAM

### Standard Metropolitan Statistical Area



RALEIGH-DURHAM

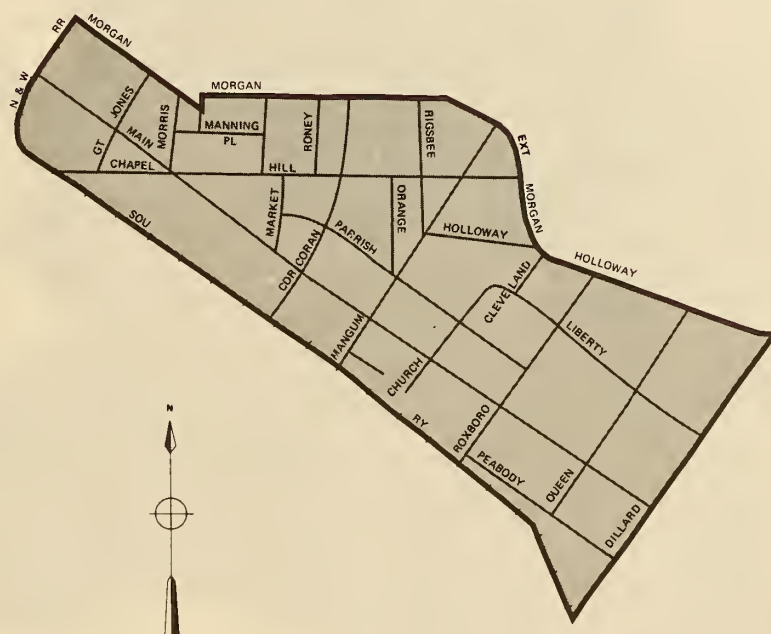
Raleigh  
Central Business District



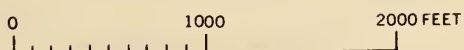


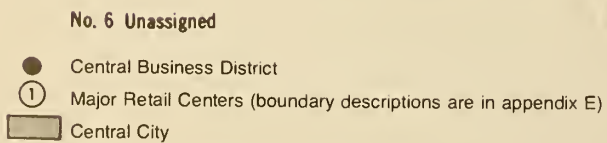
# RALEIGH-DURHAM

## Durham Central Business District



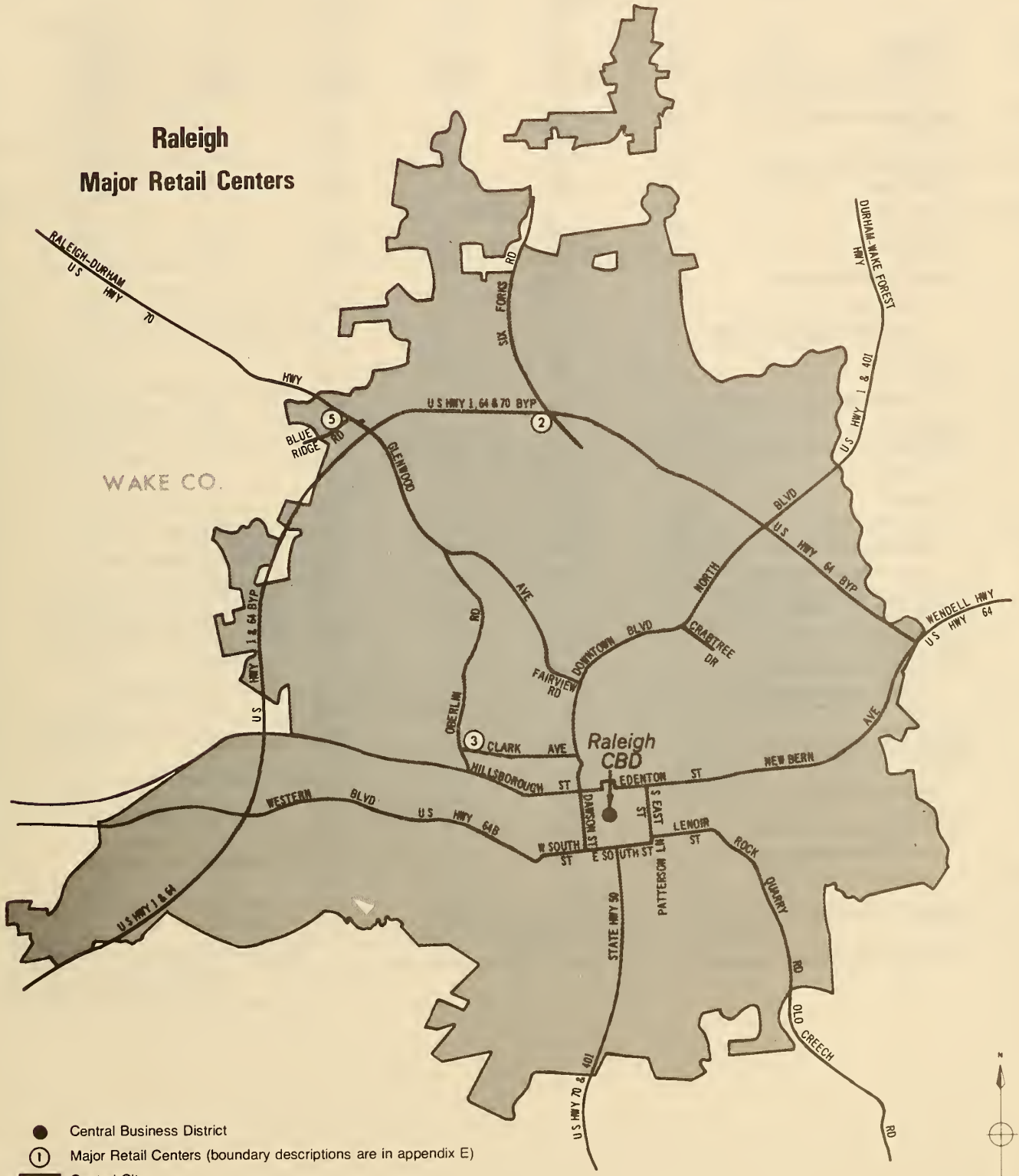
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# RALEIGH-DURHAM

## Raleigh Major Retail Centers



No. 6 Unassigned

**Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Standard metropolitan statistical area	Cities		Central business districts		Major retail centers
			Raleigh	Durham	Raleigh	Durham	No. 1
	<b>Retail stores:<sup>1 2</sup></b>						
	Number -----	4 118	1 334	971	111	70	91
	Sales (\$1,000) -----	1 695 749	672 727	444 312	46 658	23 240	47 673
	Payroll entire year (\$1,000) -----	204 436	81 940	55 596	6 975	3 828	8 117
	Paid employees for week including March 12 ---	32 804	13 252	8 744	1 002	567	1 347
54, 58, 591	<b>Convenience goods stores:</b>						
	Number -----	1 506	484	364	41	13	20
	Sales (\$1,000) -----	568 173	(D)	(D)	(D)	2 992	7 317
53, 56, 57; 594	<b>Shopping goods stores (GAF):<sup>3</sup></b>						
	Number -----	1 185	415	282	42	47	57
	Sales (\$1,000) -----	478 401	213 883	(D)	22 930	12 928	36 001
52, 55, 59, ex. 591, 4, 6	<b>All other stores:</b>						
	Number -----	1 427	435	325	28	10	14
	Sales (\$1,000) -----	649 175	(D)	162 300	(D)	7 320	4 355
	<b>Number of Establishments</b>						
	Retail stores <sup>1 2</sup> -----	4 118	1 334	971	111	70	91
52	Building materials, hardware, garden supply, and mobile home dealers -----	166	40	33	-	-	-
525	Hardware stores -----	43	11	7	-	-	-
52 ex. 525	Other -----	123	29	26	-	-	-
53	General merchandise group stores -----	129	37	20	2	3	3
531	Department stores <sup>4</sup> -----	23	11	7	1	-	3
533	Variety stores -----	53	10	9	1	2	-
539	Miscellaneous general merchandise stores -----	53	16	4	-	1	-
54	Food stores <sup>5</sup> -----	686	182	157	7	1	5
541	Grocery stores -----	582	142	123	5	-	1
55 ex. 554	Automotive dealers -----	283	77	67	8	2	2
554	Gasoline service stations -----	436	134	111	4	-	-
56	Apparel and accessory stores -----	330	120	96	12	20	32
561	Men's and boys' clothing and furnishings stores --	62	24	17	3	5	5
562, 3, 8	Women's clothing and specialty stores and furriers -----	129	48	45	4	8	13
562	Women's ready-to-wear stores -----	109	41	38	2	7	12
565	Family clothing stores -----	45	15	6	1	2	2
566	Shoe stores -----	71	26	20	4	3	9
564, 9	Other apparel and accessory stores -----	23	7	8	-	2	3
57	Furniture, home furnishings, and equipment stores -----	355	124	82	13	16	6
5712	Furniture stores -----	119	35	23	6	11	-
5713, 4, 9	Home furnishings stores -----	92	33	25	1	1	-
572, 3	Household appliance, radio, television, and music stores -----	144	56	34	6	4	6
58	Eating and drinking places -----	714	268	182	31	9	14
5812	Eating places -----	651	240	175	28	9	14
5813	Drinking places (alcoholic beverages) -----	63	28	7	3	-	-
591	Drug and proprietary stores -----	106	34	25	3	3	1
59 ex. 591, 6	Miscellaneous retail stores <sup>6</sup> -----	913	318	198	31	16	28
592	Liquor stores -----	52	20	13	2	1	-
594	Miscellaneous shopping goods stores -----	371	134	84	15	8	16
5992	Florists -----	92	25	25	3	2	5

See footnotes at end of table.



**Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Major retail centers—Con.					
		No. 2	No. 3	No. 4	No. 5	No. 7	No. 8
	<b>Retail stores:<sup>1 2</sup></b>						
	Number -----	67	62	26	131	41	76
	Sales (\$1,000) -----	54 476	35 548	27 873	102 022	19 528	53 358
	Payroll entire year (\$1,000) -----	8 935	6 186	3 045	15 044	2 250	8 482
	Paid employees for week including March 12 ---	1 495	1 094	532	2 349	360	1 320
54, 58, 591	<b>Convenience goods stores:</b>						
	Number -----	12	17	13	23	18	17
	Sales (\$1,000) -----	11 169	8 600	15 983	11 615	11 862	8 220
53, 56, 57; 594	<b>Shopping goods stores (GAF):<sup>3</sup></b>						
	Number -----	43	33	6	92	17	53
	Sales (\$1,000) -----	40 723	24 044	8 554	87 966	5 286	44 111
52, 55, 59, ex. 591, 4, 6	<b>All other stores:</b>						
	Number -----	12	12	7	16	6	6
	Sales (\$1,000) -----	2 584	2 904	3 336	2 441	2 380	1 027
	<b>Number of Establishments</b>						
	Retail stores <sup>1 2</sup> -----	67	62	26	131	41	76
52	Building materials, hardware, garden supply, and mobile home dealers -----	1	-	-	2	1	1
525	Hardware stores -----	-	-	-	1	-	-
52 ex. 525	Other -----	1	-	-	1	1	1
53	General merchandise group stores -----	3	4	1	4	3	3
531	Department stores <sup>4</sup> -----	2	3	-	3	1	2
533	Variety stores -----	1	1	1	1	2	1
539	Miscellaneous general merchandise stores -----	-	-	-	-	-	-
54	Food stores <sup>5</sup> -----	3	5	3	8	6	6
541	Grocery stores -----	3	4	2	2	5	2
55 ex. 554	Automotive dealers -----	-	-	1	2	2	-
554	Gasoline service stations -----	1	2	4	1	2	1
56	Apparel and accessory stores -----	20	16	2	50	7	26
561	Men's and boys' clothing and furnishings stores --	2	3	1	14	1	5
562, 3, 8	Women's clothing and specialty stores and furriers -----	9	8	-	19	4	16
562	Women's ready-to-wear stores -----	9	8	-	17	2	15
565	Family clothing stores -----	1	2	-	2	-	-
566	Shoe stores -----	7	2	1	13	2	5
564, 9	Other apparel and accessory stores -----	1	1	-	2	-	-
57	Furniture, home furnishings, and equipment stores -----	6	5	1	10	4	9
5712	Furniture stores -----	-	1	-	-	-	-
5713, 4, 9	Home furnishings stores -----	1	1	-	1	1	5
572, 3	Household appliance, radio, television, and music stores -----	5	3	1	9	3	4
58	Eating and drinking places -----	8	10	9	14	10	10
5812	Eating places -----	8	7	9	14	10	10
5813	Drinking places (alcoholic beverages) -----	-	3	-	-	-	-
591	Drug and proprietary stores -----	1	2	1	1	2	1
59 ex. 591, 6	Miscellaneous retail stores <sup>6</sup> -----	24	18	4	39	4	19
592	Liquor stores -----	1	2	1	1	-	-
594	Miscellaneous shopping goods stores -----	14	8	2	28	3	15
5992	Florists -----	2	1	1	3	-	1

<sup>1</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>2</sup>For all establishments, including those with no payroll.

<sup>3</sup>Stores in general merchandise, apparel, and furniture major groups, and miscellaneous shopping goods group. These stores specialize in department store merchandise.

<sup>4</sup>Includes sales from catalog order desks.

<sup>5</sup>Includes data not covered by SIC 541.

<sup>6</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Raleigh CBD</b>					
	Retail stores <sup>2</sup> -----	111	46 658	6 975	1 851	1 002
52	Building materials, hardware, garden supply, and mobile home dealers-----	-	-	-	-	-
525	Hardware stores-----	-	-	-	-	-
52 ex. 525	Other-----	-	-	-	-	-
53	General merchandise group stores-----	2	(D)	(D)	(D)	(D)
531	Department stores <sup>3</sup> -----	1	(D)	(D)	(D)	(D)
533	Variety stores-----	1	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores-----	-	-	-	-	-
54	Food stores <sup>4</sup> -----	7	3 273	315	66	35
541	Grocery stores-----	5	(D)	(D)	(D)	(D)
55 ex. 554	Automotive dealers-----	8	11 128	1 211	307	94
554	Gasoline service stations-----	4	390	9	2	3
56	Apparel and accessory stores-----	12	2 583	526	129	87
561	Men's and boys' clothing and furnishings stores-----	3	836	320	78	39
562, 3, 8	Women's clothing and specialty stores and furriers-----	4	1 376	168	41	35
562	Women's ready-to-wear stores-----	2	(D)	(D)	(D)	(D)
565	Family clothing stores-----	1	(D)	(D)	(D)	(D)
566	Shoe stores-----	4	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores-----	-	-	-	-	-
57	Furniture, home furnishings, and equipment stores-----	13	4 235	738	160	95
5712	Furniture stores-----	6	3 246	516	105	66
5713, 4, 9	Home furnishings stores-----	1	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores-----	6	(D)	(D)	(D)	(D)
58	Eating and drinking places-----	31	(D)	(D)	(D)	(D)
5812	Eating places-----	28	2 643	599	136	157
5813	Drinking places (alcoholic beverages)-----	3	(D)	(D)	(D)	(D)
591	Drug and proprietary stores-----	3	(D)	(D)	(D)	(D)
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	31	5 934	1 202	328	153
592	Liquor stores-----	2	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores-----	15	(D)	(D)	(D)	(D)
5992	Florists-----	3	(D)	(D)	(D)	(D)

See footnotes at end of table.

Table 2. **Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>MRC No. 5</b>					
	<b>Retail stores<sup>2</sup> -----</b>	<b>131</b>	<b>102 022</b>	<b>15 044</b>	<b>3 727</b>	<b>2 349</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	<b>2</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
525	Hardware stores -----	1	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	1	(D)	(D)	(D)	(D)
53	<b>General merchandise group stores -----</b>	<b>4</b>	<b>55 529</b>	<b>8 194</b>	<b>2 130</b>	<b>1 137</b>
531	Department stores <sup>3</sup> -----	3	(D)	(D)	(D)	(D)
533	Variety stores -----	1	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	-	-	-	-	-
54	<b>Food stores<sup>4</sup> -----</b>	<b>8</b>	<b>6 859</b>	<b>659</b>	<b>161</b>	<b>94</b>
541	Grocery stores -----	2	(D)	(D)	(D)	(D)
55 ex. 554	<b>Automotive dealers -----</b>	<b>2</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
554	<b>Gasoline service stations -----</b>	<b>1</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
56	<b>Apparel and accessory stores -----</b>	<b>50</b>	<b>23 147</b>	<b>2 900</b>	<b>684</b>	<b>513</b>
561	Men's and boys' clothing and furnishings stores -----	14	6 980	1 079	277	129
562, 3, 8	Women's clothing and specialty stores and furriers -----	19	10 310	1 062	243	242
562	Women's ready-to-wear stores -----	17	(D)	(D)	(D)	(D)
565	Family clothing stores -----	2	(D)	(D)	(D)	(D)
566	Shoe stores -----	13	4 250	629	139	106
564, 9	Other apparel and accessory stores -----	2	(D)	(D)	(D)	(D)
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>10</b>	<b>4 226</b>	<b>558</b>	<b>147</b>	<b>85</b>
5712	Furniture stores -----	-	-	-	-	-
5713, 4, 9	Home furnishings stores -----	1	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	9	(D)	(D)	(D)	(D)
58	<b>Eating and drinking places -----</b>	<b>14</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
5812	Eating places -----	14	(D)	(D)	(D)	(D)
5813	Drinking places (alcoholic beverages) -----	-	-	-	-	-
591	<b>Drug and proprietary stores -----</b>	<b>1</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup> -----</b>	<b>39</b>	<b>8 607</b>	<b>1 245</b>	<b>283</b>	<b>218</b>
592	Liquor stores -----	1	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores -----	28	7 064	938	218	176
5992	Florists -----	3	222	43	10	11

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Raleigh</b>					
	Retail stores <sup>2</sup> -----	1 334	672 727	81 940	20 186	13 252
52	Building materials, hardware, garden supply, and mobile home dealers -----	40	22 254	2 421	599	262
525	Hardware stores -----	11	(D)	479	115	52
52 ex. 525	Other -----	29	(D)	1 942	484	210
53	General merchandise group stores -----	37	116 354	15 671	4 039	2 704
531	Department stores <sup>3</sup> -----	11	95 648	13 729	3 610	2 296
533	Variety stores -----	10	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	16	(D)	(D)	(D)	(D)
54	Food stores <sup>4</sup> -----	182	115 262	10 072	2 409	1 446
541	Grocery stores -----	142	111 117	9 500	2 277	1 297
55 ex. 554	Automotive dealers -----	77	164 043	14 227	3 627	1 124
554	Gasoline service stations -----	134	55 124	3 625	902	565
56	Apparel and accessory stores -----	120	44 359	7 134	1 689	1 219
561	Men's and boys' clothing and furnishings stores -----	24	9 400	1 693	427	220
562, 3, 8	Women's clothing and specialty stores and furriers -----	48	(D)	3 329	781	633
562	Women's ready-to-wear stores -----	41	(D)	(D)	(D)	(D)
565	Family clothing stores -----	15	(D)	964	225	182
566	Shoe stores -----	26	6 249	978	221	152
564, 9	Other apparel and accessory stores -----	7	(D)	170	35	32
57	Furniture, home furnishings, and equipment stores -----	124	27 473	4 037	943	552
5712	Furniture stores -----	35	7 398	1 184	253	157
5713, 4, 9	Home furnishings stores -----	33	5 862	1 008	204	137
572, 3	Household appliance, radio, television, and music stores -----	56	14 213	1 845	486	258
58	Eating and drinking places -----	268	61 236	16 125	3 816	4 061
5812	Eating places -----	240	59 095	15 790	3 715	3 963
5813	Drinking places (alcoholic beverages) -----	28	2 141	335	101	98
591	Drug and proprietary stores -----	34	(D)	2 058	488	319
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	318	(D)	6 570	1 674	1 000
592	Liquor stores -----	20	(D)	437	110	65
594	Miscellaneous shopping goods stores -----	134	25 697	3 902	1 015	607
5992	Florists -----	25	(D)	819	196	135

See footnotes at end of table.



Table 3. **Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Durham</b>					
	Retail stores <sup>2</sup> -----	971	444 312	55 596	13 249	8 744
52	Building materials, hardware, garden supply, and mobile home dealers -----	33	18 285	1 930	440	233
525	Hardware stores -----	7	(D)	172	46	31
52 ex. 525	Other -----	26	(D)	1 758	394	202
53	General merchandise group stores -----	20	(D)	11 964	2 761	1 921
531	Department stores <sup>3</sup> -----	7	(D)	(D)	(D)	(D)
533	Variety stores -----	9	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	4	(D)	(D)	(D)	(D)
54	Food stores <sup>4</sup> -----	157	101 422	9 020	2 173	1 182
541	Grocery stores -----	123	97 462	8 449	2 025	1 048
55 ex. 554	Automotive dealers -----	67	84 410	8 994	2 151	829
554	Gasoline service stations -----	111	40 515	2 891	738	457
56	Apparel and accessory stores -----	96	23 189	3 516	849	624
561	Men's and boys' clothing and furnishings stores -----	17	(D)	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers -----	45	(D)	(D)	(D)	(D)
562	Women's ready-to-wear stores -----	38	(D)	(D)	(D)	(D)
565	Family clothing stores -----	6	(D)	195	45	38
566	Shoe stores -----	20	3 517	565	128	89
564, 9	Other apparel and accessory stores -----	8	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	82	19 176	3 046	722	443
5712	Furniture stores -----	23	7 676	1 460	281	164
5713, 4, 9	Home furnishings stores -----	25	3 099	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	34	8 401	(D)	(D)	(D)
58	Eating and drinking places -----	182	34 492	8 752	2 113	2 214
5812	Eating places -----	175	34 310	(D)	(D)	(D)
5813	Drinking places (alcoholic beverages) -----	7	182	(D)	(D)	(D)
591	Drug and proprietary stores -----	25	(D)	(D)	(D)	(D)
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	198	30 493	(D)	(D)	(D)
592	Liquor stores -----	13	6 840	(D)	(D)	(D)
594	Miscellaneous shopping goods stores -----	84	11 403	1 751	406	286
5992	Florists -----	25	2 681	(D)	(D)	(D)

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

Table 4. Statistics by Kind of Business for the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
<b>Raleigh-Durham, N.C., SMSA</b>						
	Retail stores <sup>2</sup> -----	4 118	1 695 749	204 436	49 105	32 804
52	Building materials, hardware, garden supply, and mobile home dealers -----	166	74 142	8 605	2 095	920
525	Hardware stores -----	43	7 696	1 255	286	162
52 ex. 525	Other -----	123	66 446	7 350	1 809	758
53	General merchandise group stores -----	129	262 931	37 464	9 013	6 142
531	Department stores <sup>3</sup> -----	23	197 326	30 520	7 454	4 689
533	Variety stores -----	53	38 728	5 057	1 127	1 112
539	Miscellaneous general merchandise stores -----	53	26 877	1 887	432	341
54	Food stores <sup>4</sup> -----	686	376 469	31 145	7 393	4 446
541	Grocery stores -----	582	365 513	29 738	7 040	4 104
55 ex. 554	Automotive dealers -----	283	359 295	33 856	8 231	2 884
554	Gasoline service stations -----	436	145 990	9 904	2 457	1 559
56	Apparel and accessory stores -----	330	88 753	13 609	3 254	2 414
561	Men's and boys' clothing and furnishings stores -----	62	(D)	3 353	829	461
562, 3, 8	Women's clothing and specialty stores and furriers -----	129	41 503	6 002	1 436	1 184
562	Women's ready-to-wear stores -----	109	(D)	5 490	1 305	1 086
565	Family clothing stores -----	45	10 985	1 676	409	348
566	Shoe stores -----	71	14 370	2 236	518	360
564, 9	Other apparel and accessory stores -----	23	(D)	342	62	61
57	Furniture, home furnishings, and equipment stores -----	355	76 075	11 341	2 676	1 492
5712	Furniture stores -----	119	30 549	5 082	1 094	556
5713, 4, 9	Home furnishings stores -----	92	11 778	1 723	378	260
572, 3	Household appliance, radio, television, and music stores -----	144	33 748	4 536	1 204	676
58	Eating and drinking places -----	714	147 494	38 031	8 994	9 751
5812	Eating places -----	651	143 455	37 357	8 794	9 527
5813	Drinking places (alcoholic beverages) -----	63	4 039	674	200	224
591	Drug and proprietary stores -----	106	44 210	5 829	1 396	853
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	913	120 390	14 652	3 596	2 343
592	Liquor stores -----	52	24 016	1 185	298	147
594	Miscellaneous shopping goods stores -----	371	50 642	7 432	1 842	1 257
5992	Florists -----	92	8 670	1 805	409	336

<sup>1</sup>For all establishments, including those with no payroll.<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).<sup>3</sup>Includes sales from catalog order desks.<sup>4</sup>Includes data not covered by SIC 541.<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 5. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1972**

[For meaning of abbreviations and symbols, see introductory text. For CBD boundaries, see maps in 1972 report]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1972 (\$1,000)	Paid employees for week including March 12, (number)
	<b>Raleigh</b>					
	Retail stores <sup>2</sup> -----	197	67 722	9 997	2 455	1 981
52	Building materials, hardware, garden supply, and mobile home dealers -----	1	(D)	(D)	(D)	(D)
525	Hardware stores -----	-	-	-	-	-
52 ex. 525	Other -----	1	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	6	(D)	(D)	(D)	(D)
531	Department stores <sup>3</sup> -----	1	(D)	(D)	(D)	(D)
533	Variety stores -----	4	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	1	(D)	(D)	(D)	(D)
54	Food stores -----	15	3 691	353	91	68
55 ex. 554	Automotive dealers -----	14	22 584	2 271	568	273
554	Gasoline service stations -----	17	1 500	163	39	34
56	Apparel and accessory stores -----	27	5 498	871	224	205
561	Men's and boys' clothing and furnishings stores -----	6	2 113	406	105	74
562, 3, 8	Women's clothing and specialty stores and furriers -----	9	1 692	238	63	73
562	Women's ready-to-wear stores -----	6	1 489	199	53	59
565	Family clothing stores -----	2	(D)	(D)	(D)	(D)
566	Shoe stores -----	8	1 422	203	51	49
564, 9	Other apparel and accessory stores -----	2	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	21	4 362	893	183	151
5712	Furniture stores -----	11	3 007	667	135	100
5713, 4, 9	Home furnishings stores -----	1	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	9	(D)	(D)	(D)	(D)
58	Eating and drinking places -----	50	3 306	828	202	227
5812	Eating places -----	45	3 040	815	197	220
5813	Drinking places (alcoholic beverages) -----	5	266	13	5	7
591	Drug and proprietary stores -----	5	(D)	(D)	(D)	(D)
59 ex. 591, 6	Miscellaneous retail stores <sup>4</sup> -----	41	8 167	1 302	316	204
592	Liquor stores -----	1	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores -----	23	5 769	900	213	147
5992	Florists -----	3	(D)	(D)	(D)	(D)

See footnotes at end of table.

Table 5. **Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1972—Con.**

[For meaning of abbreviations and symbols, see introductory text. For CBD boundaries, see maps in 1972 report]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1972 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Durham</b>					
	Retail stores <sup>2</sup> -----	101	49 555	7 667	1 768	1 427
52	Building materials, hardware, garden supply, and mobile home dealers -----	3	1 141	214	51	39
525	Hardware stores -----	3	1 141	214	51	39
52 ex 525	Other -----	-	-	-	-	-
53	General merchandise group stores -----	6	9 292	1 725	397	384
531	Department stores <sup>3</sup> -----	1	(D)	(D)	(D)	(D)
533	Variety stores -----	3	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	2	(D)	(D)	(D)	(D)
54	Food stores -----	3	(D)	(D)	(D)	(D)
55 ex. 554	Automotive dealers -----	3	(D)	(D)	(D)	(D)
554	Gasoline service stations -----	1	(D)	(D)	(D)	(D)
56	Apparel and accessory stores -----	30	8 895	1 460	377	332
561	Men's and boys' clothing and furnishings stores -----	6	2 140	436	102	77
562, 3, 8	Women's clothing and specialty stores and furriers -----	11	4 121	610	184	166
562	Women's ready-to-wear stores -----	10	(D)	(D)	(D)	(D)
565	Family clothing stores -----	5	1 412	213	43	44
566	Shoe stores -----	5	1 171	178	42	40
564, 9	Other apparel and accessory stores -----	3	51	23	6	5
57	Furniture, home furnishings, and equipment stores -----	17	4 743	1 028	210	134
5712	Furniture stores -----	11	3 539	800	158	94
5713, 4, 9	Home furnishings stores -----	1	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	5	(D)	(D)	(D)	(D)
58	Eating and drinking places -----	14	1 343	408	95	121
5812	Eating places -----	13	(D)	(D)	(D)	(D)
5813	Drinking places (alcoholic beverages) -----	1	(D)	(D)	(D)	(D)
591	Drug and proprietary stores -----	3	1 662	266	58	47
59 ex. 591, 6	Miscellaneous retail stores <sup>4</sup> -----	21	5 431	1 031	225	164
592	Liquor stores -----	1	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores -----	14	3 264	701	152	102
5992	Florists -----	1	(D)	(D)	(D)	(D)

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC's 592, 594, and 5992.



**Table 6. Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business**

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Percent change in sales, 1972 to 1977 <sup>1</sup>		
		Central business district	City	Standard metropolitan statistical area
	<b>Raleigh</b>			
	Retail stores <sup>2</sup> -----	-31.1	51.1	63.1
52	Building materials, hardware, garden supply, and mobile home dealers -----	(D)	14.9	11.6
525	Hardware stores -----	-	(D)	55.3
52 ex. 525	Other -----	(D)	(D)	8.1
53	General merchandise group stores -----	-17.4	20.0	62.1
531	Department stores <sup>3</sup> -----	-12.1	16.2	63.2
533	Variety stores -----	-51.4	21.5	43.8
539	Miscellaneous general merchandise stores -----	(D)	59.2	87.2
54	Food stores <sup>4</sup> -----	-11.3	49.0	70.1
541	Grocery stores -----	(NA)	48.2	70.8
55 ex. 554	Automotive dealers -----	-50.7	67.9	58.1
554	Gasoline service stations -----	(NC)	137.6	100.3
56	Apparel and accessory stores -----	-53.0	38.9	48.3
561	Men's and boys' clothing and furnishings stores -----	-60.4	31.2	(D)
562, 3, 8	Women's clothing and specialty stores and furriers -----	-18.7	67.7	77.4
562	Women's ready-to-wear stores -----	(D)	59.8	(D)
565	Family clothing stores -----	(NC)	(D)	23.1
566	Shoe stores -----	(D)	(D)	38.2
564, 9	Other apparel and accessory stores -----	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	-2.9	32.8	39.6
5712	Furniture stores -----	7.9	0.1	12.6
5713, 4, 9	Home furnishings stores -----	(D)	56.2	50.7
572, 3	Household appliance, radio, television, and music stores -----	-32.6	49.0	72.7
58	Eating and drinking places -----	(D)	101.7	120.1
5812	Eating places -----	-13.1	105.2	122.8
5813	Drinking places (alcoholic beverages) -----	(D)	36.7	54.2
591	Drug and proprietary stores -----	18.8	11.0	27.6
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	-27.3	51.3	64.2
592	Liquor stores -----	8.2	29.6	29.6
594	Miscellaneous shopping goods stores -----	(D)	74.6	74.8
5992	Florists -----	77.3	(D)	118.6

<sup>1</sup>Data are not adjusted for boundary changes between census years. Sales taxes and finance charges were included in 1972 but not in 1977.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 7. Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977**

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Central business district sales as percent of sales of—		Percent distribution of sales		
		City	Standard metropolitan statistical area	Central business district	City	Standard metropolitan statistical area
	<b>Raleigh</b>					
	Retail stores <sup>1</sup> -----	6.9	2.8	100.0	100.0	100.0
52	Building materials, hardware, garden supply, and mobile home dealers -----	-	-	-	3.3	4.4
525	Hardware stores -----	(D)	-	-	(D)	0.5
52 ex. 525	Other -----	(D)	-	-	(D)	3.9
53	General merchandise group stores -----	(D)	(D)	(D)	17.3	15.5
531	Department stores <sup>2</sup> -----	(D)	(D)	(D)	14.2	11.6
533	Variety stores -----	(D)	(D)	(D)	(D)	2.3
539	Miscellaneous general merchandise stores -----	(D)	-	-	(D)	1.6
54	Food stores <sup>3</sup> -----	2.8	0.9	7.0	17.1	22.2
541	Grocery stores -----	(D)	(D)	(D)	16.5	21.6
55 ex. 554	Automotive dealers -----	6.8	3.1	23.9	24.4	21.2
554	Gasoline service stations -----	0.7	0.3	0.8	8.2	8.6
56	Apparel and accessory stores -----	5.8	2.9	5.5	6.6	5.2
561	Men's and boys' clothing and furnishings stores -----	8.9	(D)	1.8	1.4	(D)
562, 3, 8	Women's clothing and specialty stores and furriers -----	(D)	3.3	2.9	(D)	2.4
562	Women's ready-to-wear stores -----	4.3	2.4	(D)	(D)	(D)
565	Family clothing stores -----	(D)	(D)	(D)	(D)	0.6
566	Shoe stores -----	(D)	(D)	(D)	0.9	0.8
564, 9	Other apparel and accessory stores -----	(D)	(D)	-	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	15.4	5.6	9.1	4.1	4.5
5712	Furniture stores -----	43.9	10.6	7.0	1.1	1.8
5713, 4, 9	Home furnishings stores -----	(D)	(D)	(D)	0.9	0.7
572, 3	Household appliance, radio, television, and music stores -----	(D)	(D)	(D)	2.1	2.0
58	Eating and drinking places -----	(D)	(D)	(D)	9.1	8.7
5812	Eating places -----	4.5	1.8	5.7	8.8	8.5
5813	Drinking places (alcoholic beverages) -----	(D)	(D)	(D)	0.3	0.2
591	Drug and proprietary stores -----	19.0	(D)	(D)	(D)	2.6
59 ex. 591, 6	Miscellaneous retail stores <sup>4</sup> -----	(D)	4.9	12.7	(D)	7.1
592	Liquor stores -----	6.8	(D)	(D)	(D)	1.4
594	Miscellaneous shopping goods stores -----	(D)	(D)	(D)	3.8	3.0
5992	Florists -----	33.7	(D)	(D)	(D)	0.5

<sup>1</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>2</sup>Includes sales from catalog order desks.

<sup>3</sup>Includes data not covered by SIC 541.

<sup>4</sup>Includes data not covered by SIC's 592, 594, and 5992.

# WILMINGTON

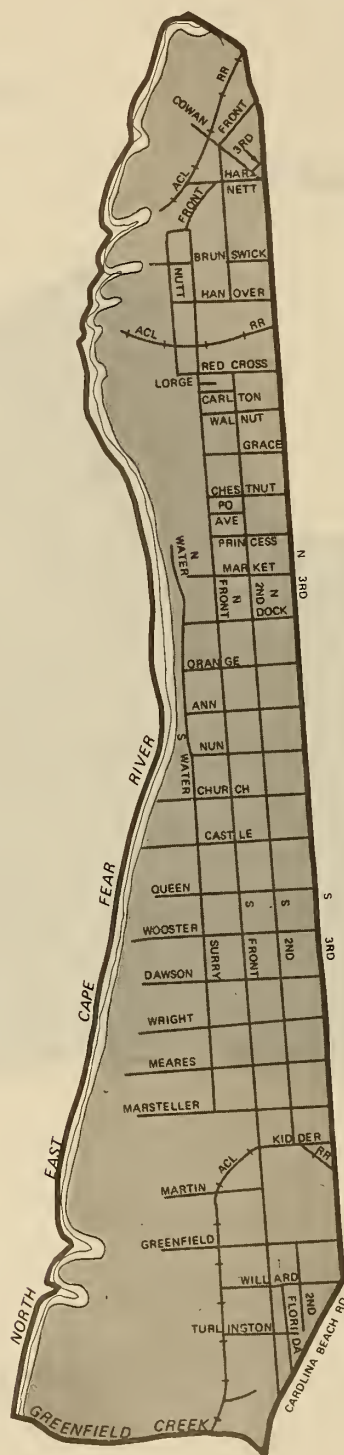
## Standard Metropolitan Statistical Area



0 5 10 15 MILES

## WILMINGTON

## Central Business District



Comprising Census Tract 113

0 1000 2000 3000 FEET



# WILMINGTON

## Major Retail Centers



- Central Business District
- ① Major Retail Centers (boundary descriptions are in appendix E)
- Central City



**Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Standard metropolitan statistical area	City	Central business district	Major retail centers				
					No. 1	No. 2	No. 3	No. 4	No. 5
	<b>Retail stores:<sup>1 2</sup></b>								
	Number -----	1 339	779	119	28	42	61	68	38
	Sales (\$1,000) -----	440 158	272 916	37 947	15 778	42 164	25 987	53 426	17 890
	Payroll entire year (\$1,000) -----	49 668	33 515	5 761	2 038	5 892	3 125	5 543	2 714
	Paid employees for week including March 12 ---	8 199	5 381	924	451	848	648	823	482
54, 58, 591	<b>Convenience goods stores:</b>								
	Number -----	526	265	25	12	15	23	15	6
	Sales (\$1,000) -----	(D)	(D)	4 226	9 829	15 234	15 049	16 520	6 076
53, 56, 57; 594	<b>Shopping goods stores (GAF):<sup>3</sup></b>								
	Number -----	357	244	54	5	18	20	27	28
	Sales (\$1,000) -----	114 346	(D)	21 035	4 012	25 505	6 079	18 620	11 307
52, 55, 59, ex. 591, 4, 6	<b>All other stores:</b>								
	Number -----	456	270	40	11	9	18	26	4
	Sales (\$1,000) -----	(D)	109 121	12 686	1 937	1 425	4 859	18 286	507
	<b>Number of Establishments</b>								
	Retail stores <sup>1 2</sup> -----	1 339	779	119	28	42	61	68	38
52	Building materials, hardware, garden supply, and mobile home dealers -----	48	25	4	1	1	1	2	-
525	Hardware stores -----	12	10	4	-	-	-	-	-
52 ex. 525	Other -----	36	15	-	1	1	1	2	-
53	General merchandise group stores -----	43	18	4	2	4	2	2	1
531	Department stores <sup>4</sup> -----	7	5	1	1	2	1	1	1
533	Variety stores -----	20	9	2	1	2	1	-	-
539	Miscellaneous general merchandise stores -----	16	4	1	-	-	-	1	-
54	Food stores <sup>5</sup> -----	227	108	4	3	6	4	7	2
541	Grocery stores -----	196	87	4	2	3	3	6	1
55 ex. 554	Automotive dealers -----	104	60	8	2	2	5	9	1
554	Gasoline service stations -----	129	66	10	7	4	7	10	1
56	Apparel and accessory stores -----	101	83	23	2	7	5	10	13
561	Men's and boys' clothing and furnishings stores --	8	8	4	-	-	-	1	2
562, 3, 8	Women's clothing and specialty stores and furriers -----	45	34	10	-	1	2	3	5
562	Women's ready-to-wear stores -----	39	32	9	-	1	1	3	5
565	Family clothing stores -----	16	11	3	-	3	-	3	1
566	Shoe stores -----	24	23	4	2	2	3	3	5
564, 9	Other apparel and accessory stores -----	8	7	2	-	1	-	-	-
57	Furniture, home furnishings, and equipment stores -----	99	70	8	1	4	7	13	6
5712	Furniture stores -----	36	24	1	-	1	3	-	-
5713, 4, 9	Home furnishings stores -----	29	19	2	-	1	-	6	2
572, 3	Household appliance, radio, television, and music stores -----	34	27	5	1	2	4	7	4
58	Eating and drinking places -----	265	134	17	8	7	18	6	3
5812	Eating places -----	230	110	12	8	6	18	6	3
5813	Drinking places (alcoholic beverages) -----	35	24	5	-	1	-	-	-
591	Drug and proprietary stores -----	34	23	4	1	2	1	2	1
59 ex. 591, 6	Miscellaneous retail stores <sup>6</sup> -----	289	192	37	1	5	11	7	10
592	Liquor stores -----	20	8	1	-	-	-	-	1
594	Miscellaneous shopping goods stores -----	114	73	19	-	3	6	2	8
5992	Florists -----	20	12	2	-	1	1	1	-

<sup>1</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>2</sup>For all establishments, including those with no payroll.

<sup>3</sup>Stores in general merchandise, apparel, and furniture major groups, and miscellaneous shopping goods group. These stores specialize in department store merchandise.

<sup>4</sup>Includes sales from catalog order desks.

<sup>5</sup>Includes data not covered by SIC 541.

<sup>6</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 2. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1977**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Wilmington CBD</b>					
	Retail stores <sup>2</sup> -----	119	37 947	5 761	1 457	924
52	Building materials, hardware, garden supply, and mobile home dealers-----	4	1 567	266	56	27
525	Hardware stores-----	4	1 567	266	56	27
52 ex. 525	Other-----	-	-	-	-	-
53	General merchandise group stores-----	4	(D)	(D)	(D)	(D)
531	Department stores <sup>3</sup> -----	1	(D)	(D)	(D)	(D)
533	Variety stores-----	2	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores-----	1	(D)	(D)	(D)	(D)
54	Food stores <sup>4</sup> -----	4	(D)	13	2	2
541	Grocery stores-----	4	(D)	(D)	(D)	(D)
55 ex. 554	Automotive dealers-----	8	6 070	630	161	61
554	Gasoline service stations-----	10	(D)	(D)	(D)	(D)
56	Apparel and accessory stores-----	23	7 065	1 160	283	186
561	Men's and boys' clothing and furnishings stores-----	4	1 453	206	51	30
562, 3, 8	Women's clothing and specialty stores and furriers-----	10	2 349	497	130	88
562	Women's ready-to-wear stores-----	9	(D)	(D)	(D)	(D)
565	Family clothing stores-----	3	(D)	(D)	(D)	(D)
566	Shoe stores-----	4	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores-----	2	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores-----	8	2 034	321	78	45
5712	Furniture stores-----	1	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores-----	2	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores-----	5	1 285	177	43	26
58	Eating and drinking places-----	17	2 013	381	90	94
5812	Eating places-----	12	1 800	360	83	90
5813	Drinking places (alcoholic beverages)-----	5	213	21	7	4
591	Drug and proprietary stores-----	4	(D)	(D)	(D)	(D)
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	37	(D)	(D)	(D)	(D)
592	Liquor stores-----	1	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores-----	19	(D)	(D)	(D)	(D)
5992	Florists-----	2	(D)	(D)	(D)	(D)

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.



**Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Wilmington</b>					
	<b>Retail stores<sup>2</sup> -----</b>	<b>779</b>	<b>272 916</b>	<b>33 515</b>	<b>7 989</b>	<b>5 381</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	<b>25</b>	<b>13 492</b>	<b>1 154</b>	<b>256</b>	<b>125</b>
525	Hardware stores -----	10	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	15	(D)	(D)	(D)	(D)
53	<b>General merchandise group stores -----</b>	<b>18</b>	<b>(D)</b>	<b>6 745</b>	<b>1 647</b>	<b>998</b>
531	Department stores <sup>3</sup> -----	5	(D)	(D)	(D)	(D)
533	Variety stores -----	9	(D)	706	166	162
539	Miscellaneous general merchandise stores -----	4	(D)	(D)	(D)	(D)
54	<b>Food stores<sup>4</sup> -----</b>	<b>108</b>	<b>49 578</b>	<b>4 148</b>	<b>984</b>	<b>674</b>
541	Grocery stores -----	87	48 056	3 874	918	592
55 ex. 554	<b>Automotive dealers -----</b>	<b>60</b>	<b>62 504</b>	<b>5 826</b>	<b>1 439</b>	<b>515</b>
554	<b>Gasoline service stations -----</b>	<b>66</b>	<b>16 474</b>	<b>982</b>	<b>240</b>	<b>180</b>
56	<b>Apparel and accessory stores -----</b>	<b>83</b>	<b>17 403</b>	<b>2 841</b>	<b>669</b>	<b>490</b>
561	Men's and boys' clothing and furnishings stores -----	8	(D)	348	90	46
562, 3, 8	Women's clothing and specialty stores and furriers -----	34	(D)	1 142	274	204
562	Women's ready-to-wear stores -----	32	6 522	(D)	(D)	(D)
565	Family clothing stores -----	11	(D)	698	147	116
566	Shoe stores -----	23	3 337	545	132	102
564, 9	Other apparel and accessory stores -----	7	(D)	108	26	22
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>70</b>	<b>14 857</b>	<b>2 003</b>	<b>476</b>	<b>250</b>
5712	Furniture stores -----	24	7 817	1 118	264	120
5713, 4, 9	Home furnishings stores -----	19	2 475	308	72	41
572, 3	Household appliance, radio, television, and music stores -----	27	4 565	577	140	89
58	<b>Eating and drinking places -----</b>	<b>134</b>	<b>21 625</b>	<b>5 390</b>	<b>1 213</b>	<b>1 472</b>
5812	Eating places -----	110	20 759	5 289	1 180	1 428
5813	Drinking places (alcoholic beverages) -----	24	866	101	33	44
591	<b>Drug and proprietary stores -----</b>	<b>23</b>	<b>(D)</b>	<b>1 275</b>	<b>305</b>	<b>193</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup> -----</b>	<b>192</b>	<b>25 253</b>	<b>3 151</b>	<b>760</b>	<b>484</b>
592	Liquor stores -----	8	(D)	299	58	27
594	Miscellaneous shopping goods stores -----	73	8 602	1 298	314	231
5992	Florists -----	12	1 213	264	61	42

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.



Table 4. **Statistics by Kind of Business for the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Wilmington, N.C., SMSA</b>					
	<b>Retail stores<sup>2</sup> -----</b>	<b>1 339</b>	<b>440 158</b>	<b>49 668</b>	<b>11 691</b>	<b>8 199</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	<b>48</b>	<b>32 040</b>	<b>2 815</b>	<b>647</b>	<b>302</b>
525	Hardware stores -----	12	(D)	381	82	44
52 ex. 525	Other -----	36	(D)	2 434	565	258
53	<b>General merchandise group stores -----</b>	<b>43</b>	<b>65 116</b>	<b>9 222</b>	<b>2 208</b>	<b>1 431</b>
531	Department stores <sup>3</sup> -----	7	47 276	7 400	1 771	1 079
533	Variety stores -----	20	8 841	1 180	292	251
539	Miscellaneous general merchandise stores -----	16	8 999	642	145	101
54	<b>Food stores<sup>4</sup> -----</b>	<b>227</b>	<b>108 411</b>	<b>8 550</b>	<b>2 058</b>	<b>1 384</b>
541	Grocery stores -----	196	106 054	8 221	1 979	1 289
55 ex. 554	<b>Automotive dealers -----</b>	<b>104</b>	<b>84 256</b>	<b>7 643</b>	<b>1 857</b>	<b>704</b>
554	<b>Gasoline service stations -----</b>	<b>129</b>	<b>26 718</b>	<b>1 467</b>	<b>372</b>	<b>290</b>
56	<b>Apparel and accessory stores -----</b>	<b>101</b>	<b>19 390</b>	<b>3 031</b>	<b>717</b>	<b>530</b>
561	Men's and boys' clothing and furnishings stores -----	8	(D)	348	90	46
562, 3, 8	Women's clothing and specialty stores and furriers -----	45	8 384	1 261	302	228
562	Women's ready-to-wear stores -----	39	6 946	(D)	(D)	(D)
565	Family clothing stores -----	16	(D)	757	162	128
566	Shoe stores -----	24	3 419	557	137	106
564, 9	Other apparel and accessory stores -----	8	(D)	108	26	22
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>99</b>	<b>19 480</b>	<b>2 527</b>	<b>596</b>	<b>323</b>
5712	Furniture stores -----	36	10 365	1 410	338	169
5713, 4, 9	Home furnishings stores -----	29	4 119	483	106	59
572, 3	Household appliance, radio, television, and music stores -----	34	4 996	634	152	95
58	<b>Eating and drinking places -----</b>	<b>265</b>	<b>37 223</b>	<b>8 691</b>	<b>1 886</b>	<b>2 385</b>
5812	Eating places -----	230	35 835	8 523	1 834	2 323
5813	Drinking places (alcoholic beverages) -----	35	1 388	168	52	62
591	<b>Drug and proprietary stores -----</b>	<b>34</b>	<b>(D)</b>	<b>1 677</b>	<b>396</b>	<b>246</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup> -----</b>	<b>289</b>	<b>(D)</b>	<b>4 045</b>	<b>954</b>	<b>604</b>
592	Liquor stores -----	20	8 487	481	100	53
594	Miscellaneous shopping goods stores -----	114	10 360	1 517	358	260
5992	Florists -----	20	1 729	381	80	56

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 5. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1972**

[For meaning of abbreviations and symbols, see introductory text. For CBD boundaries, see maps in 1972 report]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1972 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Wilmington</b>					
	Retail stores <sup>2</sup> -----	130	45 689	6 498	1 490	1 154
52	Building materials, hardware, garden supply, and mobile home dealers -----	4	1 359	90	20	19
525	Hardware stores -----	3	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	1	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	10	10 785	2 121	479	418
531	Department stores <sup>3</sup> -----	2	(D)	(D)	(D)	(D)
533	Variety stores -----	3	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	5	717	61	20	19
54	Food stores -----	10	2 263	221	50	27
55 ex. 554	Automotive dealers -----	11	10 714	1 114	270	130
554	Gasoline service stations -----	8	1 080	102	31	25
56	Apparel and accessory stores -----	25	7 224	991	227	227
561	Men's and boys' clothing and furnishings stores -----	3	(D)	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers -----	11	2 504	371	93	96
562	Women's ready-to-wear stores -----	11	2 504	371	93	96
565	Family clothing stores -----	4	2 608	312	68	68
566	Shoe stores -----	6	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores -----	1	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	10	4 038	579	145	78
5712	Furniture stores -----	7	3 202	502	122	65
5713, 4, 9	Home furnishings stores -----	-	-	-	-	-
572, 3	Household appliance, radio, television, and music stores -----	3	836	77	23	13
58	Eating and drinking places -----	18	1 050	221	53	62
5812	Eating places -----	14	892	201	49	56
5813	Drinking places (alcoholic beverages) -----	4	158	20	4	6
591	Drug and proprietary stores -----	4	1 740	204	55	36
59 ex. 591, 6	Miscellaneous retail stores <sup>4</sup> -----	30	5 436	855	160	132
592	Liquor stores -----	1	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores -----	18	2 827	467	114	97
5992	Florists -----	1	(D)	(D)	(D)	(D)

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 6. Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business**

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Percent change in sales, 1972 to 1977 <sup>1</sup>		
		Central business district	City	Standard metropolitan statistical area
	<b>Wilmington</b>			
	Retail stores <sup>2</sup> -----	-16.9	44.1	54.6
52	Building materials, hardware, garden supply, and mobile home dealers -----	15.3	149.3	39.5
525	Hardware stores -----	(D)	(D)	16.6
52 ex. 525	Other -----	(D)	(D)	(D)
53	General merchandise group stores -----	(D)	(D)	49.2
531	Department stores <sup>3</sup> -----	-7.8	22.1	43.8
533	Variety stores -----	-40.3	(D)	(D)
539	Miscellaneous general merchandise stores -----	(D)	(D)	(D)
54	Food stores <sup>4</sup> -----	(D)	11.8	67.6
541	Grocery stores -----	(NA)	11.4	69.2
55 ex. 554	Automotive dealers -----	-43.3	72.5	56.0
554	Gasoline service stations -----	(D)	50.7	32.6
56	Apparel and accessory stores -----	-2.2	45.0	46.0
561	Men's and boys' clothing and furnishings stores -----	(D)	(D)	35.8
562, 3, 8	Women's clothing and specialty stores and furriers -----	-6.2	63.5	80.8
562	Women's ready-to-wear stores -----	(D)	63.5	(D)
565	Family clothing stores -----	(D)	10.0	(D)
566	Shoe stores -----	-41.8	(D)	(D)
564, 9	Other apparel and accessory stores -----	(D)	182.7	133.9
57	Furniture, home furnishings, and equipment stores -----	-49.6	34.1	40.1
5712	Furniture stores -----	(D)	15.4	22.2
5713, 4, 9	Home furnishings stores -----	(D)	115.6	138.6
572, 3	Household appliance, radio, television, and music stores -----	53.7	44.6	35.1
58	Eating and drinking places -----	91.7	120.2	88.5
5812	Eating places -----	101.8	124.5	90.5
5813	Drinking places (alcoholic beverages) -----	34.8	50.9	49.2
591	Drug and proprietary stores -----	(D)	53.1	52.2
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	(D)	(D)	44.7
592	Liquor stores -----	36.4	22.3	(D)
594	Miscellaneous shopping goods stores -----	(D)	67.9	69.7
5992	Florists -----	(D)	128.4	80.9

<sup>1</sup>Data are not adjusted for boundary changes between census years. Sales taxes and finance charges were included in 1972 but not in 1977.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.



**Table 7. Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977**

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Central business district sales as percent of sales of—		Percent distribution of sales		
		City	Standard metropolitan statistical area	Central business district	City	Standard metropolitan statistical area
	<b>Wilmington</b>					
	Retail stores <sup>1</sup> -----	13.9	8.6	100.0	100.0	100.0
52	Building materials, hardware, garden supply, and mobile home dealers -----	11.6	4.9	4.1	4.9	7.3
525	Hardware stores -----	(D)	(D)	4.1	(D)	(D)
52 ex. 525	Other -----	(D)	(D)	-	(D)	(D)
53	General merchandise group stores -----	22.5	(D)	(D)	(D)	14.8
531	Department stores <sup>2</sup> -----	(D)	(D)	(D)	(D)	10.7
533	Variety stores -----	14.1	(D)	(D)	(D)	2.0
539	Miscellaneous general merchandise stores -----	(D)	(D)	(D)	(D)	2.0
54	Food stores <sup>3</sup> -----	(D)	(D)	(D)	18.2	24.6
541	Grocery stores -----	(D)	(D)	(D)	17.6	24.1
55 ex. 554	Automotive dealers -----	9.7	7.2	16.0	22.9	19.1
554	Gasoline service stations -----	(D)	(D)	(D)	6.0	6.1
56	Apparel and accessory stores -----	40.6	36.4	18.6	6.4	4.4
561	Men's and boys' clothing and furnishings stores -----	(D)	(D)	3.8	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers -----	(D)	28.0	6.2	(D)	1.9
562	Women's ready-to-wear stores -----	(D)	(D)	(D)	2.4	1.6
565	Family clothing stores -----	58.6	54.6	(D)	(D)	(D)
566	Shoe stores -----	(D)	(D)	(D)	1.2	0.8
564, 9	Other apparel and accessory stores -----	10.8	10.6	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	13.7	10.4	5.4	5.4	4.4
5712	Furniture stores -----	(D)	(D)	(D)	2.9	2.4
5713, 4, 9	Home furnishings stores -----	(D)	(D)	(D)	0.9	0.9
572, 3	Household appliance, radio, television, and music stores -----	28.1	25.7	3.4	1.7	1.1
58	Eating and drinking places -----	9.3	5.4	5.3	7.9	8.5
5812	Eating places -----	8.7	5.0	4.7	7.6	8.1
5813	Drinking places (alcoholic beverages) -----	24.6	15.3	0.6	0.3	0.3
591	Drug and proprietary stores -----	16.8	13.4	(D)	(D)	(D)
59 ex. 591, 6	Miscellaneous retail stores <sup>4</sup> -----	(D)	16.3	(D)	9.3	(D)
592	Liquor stores -----	(D)	(D)	(D)	(D)	1.9
594	Miscellaneous shopping goods stores -----	(D)	(D)	(D)	3.2	2.4
5992	Florists -----	(D)	(D)	(D)	0.4	0.4

<sup>1</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>2</sup>Includes sales from catalog order desks.

<sup>3</sup>Includes data not covered by SIC 541.

<sup>4</sup>Includes data not covered by SIC's 592, 594, and 5992.



## APPENDIX A. General Explanation

### CENSUS COVERAGE AND METHODOLOGY

**Structure and method of enumeration**—Firms in the 1977 Census of Retail Trade were divided into the nonmail universe and mail universe. The coverage and the method of obtaining census information from each follow:

1. The nonmail universe consists of firms which were not required to file a regular census return and includes:

- a. All nonemployers, i.e., all firms with no paid employees during 1977. Sales information for them was obtained from 1977 Federal income tax records. Although consisting of many firms, nonemployers account for less than 5 percent of total retail sales.

The census included only those retail nonemployer firms which reported a sales volume of \$2,500 or more during 1977 plus firms in operation for less than the full year that reported sales which, if projected to an annual basis, would have reached a total of \$2,500 or more. This treatment is the same as in the 1972 census.

- b. Selected small employers, i.e., all business firms with paid employees as shown in the active records of the Internal Revenue Service (IRS) which were subject to payment of Federal Insurance Contribution Act (FICA) taxes. "Small employers" are all those single-establishment firms with payroll below a specified cutoff. Although the cutoff varied by kind of business, small employers generally included firms with one to three employees and represented about 10 percent of total retail sales.

Data on sales, payroll, and employment for employer firms below the cutoff were obtained from the records of the IRS and the Social Security Administration (SSA), except for a 10-percent sample which was included in the mail universe.

2. The mail universe consists of firms for which information was obtained basically by means of a mail canvass and includes:

- a. Large employers, i.e., all employer firms above the payroll size cutoff established to separate large from small employers. Within this category, a report of company organization is conducted periodically to identify firms which operated establishments at more than one location and to obtain information on payroll and mid-March employment at each location. The 1976 Report of Company Organization was used as a coverage check in the census. In the census mailing package, firms were sent a form to use in updating the list of establishments with those opened since 1976.

- b. The 10-percent sample of small employers referred to in section 1b above.

**Method of classifying kinds of business**—The retail trade classifications for all establishments were based on the Standard Industrial Classification (SIC) Manual.<sup>1</sup> However, the method of assigning these classifications, and the level of detail at which establishments were classified, differed between the nonmail and mail universes as follows:

1. The nonmail universe.

- a. All nonemployers were classified on the basis of information supplied on the Federal income tax returns. They were coded in less detail than employer firms; therefore, the combined data for all establishments (nonemployer firms plus establishments of employer firms) are presented in less kind-of-business detail than are the data for employer establishments alone.

- b. Selected small employers were classified on the basis of the most current census kind-of-business classification available from one of the Bureau's current sample surveys or the 1972 census. Otherwise, the SSA classification was used or the IRS classification based on the firm's description of its principal business activity as entered on its IRS business tax return.

If the Census, SSA, and IRS classifications proved inadequate (none corresponded to a 1977 census classification in the detail required for employers), the firm was sent a brief inquiry requesting information necessary to assign a 1977 census kind-of-business code.

2. The mail universe was classified on the basis of answers to questions on sales by merchandise lines and other special inquiries.

### COMPARABILITY OF 1972 AND 1977 CENSUSES

The 1972 and 1977 Censuses of Retail Trade were conducted under similar conditions and procedures. However, strict comparability of the data for the two censuses is limited by the following factors:

**Geographic areas**—The boundaries of a number of areas for which data are shown in the 1977 census are not the same as in the 1972 census because of annexations, other boundary changes, and redefinitions of SMSA's since 1972. In addition, not all areas which qualified for presentation of separate data in one of the census years qualified or existed in both census years (see Geographic Areas Covered in the Introduction).

<sup>1</sup>Standard Industrial Classification Manual: 1972. For sale by Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402. Stock No. 4101-0066. Price \$6.75. 1977 Supplement. Stock No. 003-005-00176-0. Price 90 cents.



**Classifications**—In 1977, the calculation to determine the proper kind-of-business classification based on the dominant merchandise line (or the dominant homogeneous group of merchandise lines) was done after excluding all nonmerchandise sales from total sales; in 1972, the calculation was done using total sales, including nonmerchandise sales. As a result, some establishments were assigned a different kind-of-business classification in 1977 than they would have been assigned in 1972. The change was insignificant in most kinds of business.

**Sales**—The 1972 sales statistics included two items omitted from the 1977 sales statistics:

1. Sales (or other) taxes collected from customers and forwarded to taxing authorities.
2. Carrying charges or other charges for credit.

Studies have shown that these items were substantially under-reported in the 1972 census. Sales taxes and credit charges reported in the 1972 census have been estimated at about \$10 billion for the United States as a whole.

**Legal form of organization**—In the 1972 census, the legal form of organization was based on data reported directly in the censuses only for establishments of large multiestablishment companies—those with a total company employment of 250 persons or more. (These large firms included information on legal form of organization in their company summary reports.) The legal form of organization of all other establishments was generally decided by the type of IRS business income tax return form they filed; e.g., businesses filing a partnership Federal tax return (form 1065) were assumed to be partnerships.

In 1977, the legal form of organization was determined for establishments in the mail universe on the basis of the response to the legal form of organization inquiry on the census forms. The legal form of organization of nonmail establishments was generally decided by the type of IRS business income tax return form filed.

A later retail trade report, "Establishment and Firm Size," will present data by the following legal forms of organization:

1. Individual proprietorships.
2. Partnerships.
3. Corporations (including non-tax-exempt cooperatives).
4. Other legal forms.

## EXPLANATION OF TERMS

**Establishments**—An establishment is a single physical location at which business is conducted. It is not necessarily identical with a company or enterprise, which may consist of one or more establishments. Census of retail trade figures represent a summary of reports for individual establishments rather than companies. For cases where a census report was received, separate information was obtained for each location where business was conducted. When administrative records were used instead of a census report, no information was available on the number of locations operated. Estimates of this number were

derived from a sample and will be provided in the United States Summary report. Each census report was tabulated in accordance with the physical location at which the business was conducted. The count of establishments in this publication represents the number in business at the end of the year.

When two or more activities were carried on at a single location under a single ownership, all activities generally were grouped together as a single establishment, and the entire establishment was classified on the basis of its major activity and all data for it were included in that classification. However, when distinct and separate economic activities (for which different industry classification codes were appropriate) were conducted under the same ownership at a single location, and when conditions prescribed by the SIC manual for recognizing the existence of more than one establishment were met, separate establishment reports for each of the different activities were obtained in the census.

In the case of leased departments (separately owned businesses operated as departments or concessions of retail business under another ownership, such as a separately owned shoe department in a department store), only a single establishment combining leased departments with the main retail establishment in which they are located is recognized for census purposes. However, when information is obtained from IRS and SSA sources rather than a census report, it is generally not possible to differentiate between leased departments and separate establishments. Leased retail departments located in other than retail establishments (e.g., a gift shop located in a hotel) are considered separate retail establishments.

**Sales**—Sales include merchandise sold for cash or credit at retail and wholesale by establishments primarily engaged in retail trade; amounts received from customers for layaway purchases; receipts from rental or leasing of vehicles, equipment, instruments, tools, etc.; receipts for delivery, installation, maintenance, repair, alteration, storage, and other services; and gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed on to the retailer.

Sales are net after deductions for refunds and allowances for merchandise returned by customers. Trade-in allowances are not deducted from total sales. Total sales do not include carrying or other credit charges; sales (or other) taxes collected from customers and forwarded to taxing authorities; commissions from vending machine operators; and nonoperating income from such sources as investments, rental or sale of real estate, etc.

Sales in this report do not include retail sales made by manufacturers, wholesalers, service establishments, or other businesses whose primary activity is other than retail trade. They do include receipts other than from the sale of merchandise at retail (e.g., service receipts, sales to industrial users, and sales to other retailers) by establishments primarily engaged in retail trade.

Although the count of establishments in this report represents the number in business at the end of the year, the sales figures include sales of all establishments in business at any time during the year.



**Payroll entire year**—Payroll includes all forms of compensation, such as salaries, wages, commissions, bonuses, vacation allowances, sick leave pay, and the value of payments in kind (e.g., free meals and lodgings), paid during the year to all employees. Tips and gratuities received by employees from patrons and reported to employers are included. For corporations, it includes amounts paid to officers and executives; for unincorporated businesses, it does not include profit or other compensation of proprietors or partners. Payroll is reported before deductions for social security, income tax, insurance, union dues, etc. This definition of payroll is the same as that used by the Internal Revenue Service for form 941.

**Payroll first quarter**—This item consists of payroll, as defined above, paid to persons employed at any time during the quarter January to March 1977.

**Paid employees for week including March 12**—Paid employees consist of the full-time and part-time employees, including salaried officers and executives of corporations, who were on the payroll in the pay period including March 12, 1977. Included are employees on paid sick leave, paid holidays, and paid vacations; not included are proprietors and partners of unincorporated businesses. The definition of paid employees is the same as that used on IRS form 941.

**Central administrative offices and auxiliaries**—Each company included in this census was asked to identify and report separately as "central administrative offices" or "auxiliaries" those locations whose primary functions were to manage, administer, service, or support the activities of the other establishments of the company. Data for such central administrative offices and auxiliaries which primarily service retail establishments will be presented in a subsequent report issued as part of the 1977 Enterprise Statistics series of reports.

## KIND-OF-BUSINESS CLASSIFICATIONS

Retail trade, major groups 52 through 59 in the 1972 SIC manual, includes establishments engaged in selling merchandise for personal or household consumption and in rendering services incidental to the sale of the goods. Exceptions are necessitated by trade practices. For example, lumber yards and paint, glass, and wallpaper stores are included in retail trade if they sell to the general public, even if a higher proportion of their sales is made to contractors. Establishments engaged in selling products to the general public from displayed merchandise, such as typewriters, stationery, or gasoline, are classified in retail trade even though such products may not be used for personal or household consumption. However, establishments that sell exclusively to business establishments, institutional and industrial users, or contractors are classified in wholesale trade.

Other important characteristics of retail trade establishments are that they are usually fixed places of business; they are engaged in activities to attract the general public to buy; they buy or receive as well as sell merchandise; they may process their products, although processing is incidental or subordinate

to selling; and they are considered as retail in the trade. Not all of these characteristics need be present and some are modified by trade practice.

Establishments covered by the census were assigned kind-of-business classifications in accordance with the industry classifications defined in the 1972 SIC manual. When a more detailed classification was needed than that defined in the SIC manual, more kinds of business were identified within an SIC. In general, retail establishments were classified according to the principal lines of commodities sold (groceries, hardware, etc.), or the usual trade designation (drug store, cigar store, etc.).

Kind-of-business classifications are not interchangeable with commodity classifications; most businesses sell several kinds of commodities. The kind-of-business code generally reflects either the individual commodity or the commodity group which is the primary source of the establishment's receipts, or some mixture of commodities which characterizes the establishment's business. Thus, the classification of establishments by kind of business generally does not make it possible to determine either the number of establishments handling a particular commodity or the sales of that commodity. For example, the "food stores" classification excluded stores selling food if the sale of food is not the primary source of receipts; moreover, even though stores are classified as "food stores" some of their receipts may be derived from the sale of nonfood products. (Some indication of the extent to which various broad groups of commodities, or "merchandise lines," are characteristic of different kinds of business is given in the 1977 Census of Retail Trade report, Merchandise Line Sales.)

The basis for the kind-of-business classifications has been described (see Method of classifying kinds of business above). Descriptions of the major kind-of-business classifications used in the Major Retail Centers series of reports follow. All the kind-of-business classifications in the retail major categories are described in appendix A of the 1977 Census of Retail Trade Geographic Area series of reports (RC77-A).

### Building Materials, Hardware, Garden Supply, and Mobile Home Dealers (SIC Major Group 52)

This major group includes retail establishments primarily engaged in selling lumber and other building materials; paint, glass, and wallpaper; hardware; nursery stock; lawn and garden supplies; and mobile homes. It includes lumber and other building materials dealers and paint, glass, and wallpaper stores selling to the general public, even if sales to contractors account for a larger proportion of total sales; these establishments are known as "retail" in the trade. Establishments primarily selling these products but not selling to the general public are classified in wholesale trade.

**Hardware stores (SIC 525)**—Establishments primarily selling a number of basic hardware lines such as tools, builders' hardware, paint and glass, housewares and household appliances, cutlery, and roofing materials, no one of which accounts for 50 percent or more of the sales of the establishments.



## General Merchandise Group Stores (SIC Major Group 53)

This major group includes retail stores which sell a number of lines of merchandise, such as dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. The stores included in this group are known as department stores, variety stores, general merchandise stores, general stores, etc. Establishments primarily engaged in selling used general merchandise are classified in SIC 593, and those selling general merchandise by mail, vending machine, or direct selling are classified in SIC 596.

**Department stores (SIC 531)**—Establishments normally employing 25 people or more, having sales of apparel and softgoods combined amounting to 20 percent or more of total sales, and selling each of the following lines of merchandise:

1. Furniture, home furnishings, appliances, and radio and TV sets.
2. A general line of apparel for the family.
3. Household linens and dry goods.

To qualify as a department store, sales of each of the lines listed above must be less than 80 percent of total sales. An establishment with total sales of \$10 million or more is classified as a department store even if sales of one of the merchandise lines listed above exceed the maximum percent of total sales, provided that the combined sales of the other two groups are \$1 million or more. Relatively few stores are included in this classification as a result of this special rule and most of those which are would otherwise have been classified in the apparel group (SIC major group 56).

**Variety stores (SIC 533)**—Establishments primarily engaged in the retail sale of a variety of merchandise in the low and popular price ranges. Sales usually are made on a cash-and-carry basis with the open selling method of display and customer selection of merchandise. These stores generally do not carry a complete line of merchandise, are not departmentalized, do not carry their own charge service, and do not deliver merchandise.

**Miscellaneous general merchandise stores (SIC 539)**—Establishments primarily engaged in the retail sale of a general line of apparel, dry goods, hardware, homewares or home furnishings, groceries, and other lines in limited amounts. Stores selling commodities covered in the definition for department stores but normally having less than 25 employees, and stores usually known as country general stores are included here. Also included are most catalog showrooms and establishments whose sales of apparel or furniture and home furnishings exceed half of their total sales, providing that sales of the smaller of the two lines in combination with dry goods and household linens account for 20 percent or more of total sales.

## Food Stores (SIC Major Group 54)

This major group includes retail stores primarily engaged in selling food for home preparation and consumption. Establish-

ments primarily engaged in selling prepared foods and drinks for consumption on the premises are classified in major group 58, and stores primarily engaged in selling packaged beers and liquors are classified in SIC 5921.

**Grocery stores (SIC 541)**—Establishments primarily selling (1) a wide variety of canned or frozen foods such as vegetables, fruits, and soups; (2) packaged or bulk dry groceries, such as tea, coffee, cocoa, dried fruits, spices, sugar, flour, and crackers; and (3) other processed foods and nonedible grocery items. These establishments often also sell smoked and prepared meats, fresh fish and poultry, fresh vegetables and fruits, and fresh or frozen meats. Establishments commonly known as supermarkets, food stores, and delicatessens are included if receipts from sales of groceries and food items for off-premise preparation and consumption are 50 percent or more of total sales.

## Automotive Dealers and Gasoline Service Stations (SIC Major Group 55)

This major group includes retail dealers selling new and used automobiles, boats, recreational and utility trailers, and motorcycles; dealers selling new automobile parts and accessories; and gasoline service stations selling gasoline and lubricating oils. It includes establishments dealing exclusively in used automobiles, but not establishments dealing exclusively in used parts (SIC 5931). Also included are automobile repair shops maintained by establishments engaged in the sale of new automobiles. Automotive distributors, the greater part of whose sales are to dealers or to institutional or industrial users, are classified in wholesale trade.

**Gasoline service stations (SIC 554)**—Establishments primarily selling gasoline and automotive lubricants. Usually these establishments also sell tires, batteries, and accessories, and perform minor repair work and services. Establishments called garages but deriving more than half of their receipts from the sale of gasoline and automotive lubricants are included.

## Apparel and Accessory Stores (SIC Major Group 56)

Establishments in this major group are primarily engaged in selling clothing of all kinds and related articles for personal wear and adornment. Not included are establishments which meet the criteria for "Department stores" (SIC 5311) or "Miscellaneous general merchandise stores" (SIC 5399) even though most of their receipts are from the sale of apparel and apparel accessories.

**Men's and boys' clothing and furnishings stores (SIC 561)**—Establishments primarily selling men's and boys' ready-to-wear clothing and furnishings. Establishments are included in this category if (1) sales of all types of apparel (except as noted in the definition for general merchandise group stores) account for 50 percent or more of total sales and (2) receipts from sales of all men's and boys' apparel are three or more times the receipts from sales of all women's and girls' apparel.



**Women's ready-to-wear stores (SIC 562)**—Establishments primarily selling women's and girls' ready-to-wear apparel. Establishments are included in this category if (1) sales of all types of apparel (except as noted in the definition for general merchandise group stores) account for 50 percent or more of total sales, (2) sales of all women's and girls' apparel are three or more times the sales of all men's and boys' apparel, and (3) sales of dresses, skirts, slacks, coats, suits, and furs are two or more times greater than the sales of millinery, hosiery, underwear, blouses, handbags, and other apparel and accessories.

**Women's clothing and specialty stores and furriers (SIC 562, 563, and 568)**—Establishments primarily selling a specialized line of women's and girls' apparel, such as sportswear, beachwear, blouses, hosiery, hats, foundation garments, lingerie, negligees, robes, and fur coats and other fur apparel.

**Family clothing stores (SIC 565)**—Establishments primarily selling clothing, furnishings, and accessories for men, women, and children, without specializing in any one line. Establishments are included in this category if (1) sales of all types of apparel (except as noted in the definition for general merchandise group stores) account for 50 percent or more of their total sales, (2) sales of all women's and girls' apparel items are not more than three times the sales of all men's and boys' apparel items, and (3) sales of men's and boys' apparel items are not more than three times the sales of all women's and girls' apparel items.

**Shoe stores (SIC 566)**—Establishments primarily selling shoes and other footwear. Accessories are frequently sold. Included are men's shoe stores, women's shoe stores, family shoe stores, and children's and juveniles' shoe stores.

**Other apparel and accessory stores (SIC 564 and 569)**—Establishments primarily engaged in the retail sale of specialized lines of apparel and accessories not elsewhere classified, such as uniforms, bathing suits, raincoats, riding apparel, sports apparel, umbrellas, wigs, and toupees. This classification also includes children's and infants' wear stores.

### **Furniture, Home Furnishings, and Equipment Stores (SIC Major Group 57)**

This major group includes retail stores selling goods used for furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances. Establishments selling electrical and gas appliances are included in this group only if the major part of their sales consists of articles for home use. Dealers primarily engaged in selling antique and secondhand furniture are classified in SIC 593. Stores primarily engaged in selling merchandise but also providing an interior decorating service are classified according to the merchandise handled. Interior designers primarily engaged in advising clients on the selection of interior decorations are classified in SIC 7399.

**Furniture stores (SIC 5712)**—Establishments primarily selling household furniture, beds, mattresses, springs, and other sleep equipment. Also included in this classification are establishments selling household appliances, phonographs, radios, television sets, and floor coverings provided the receipts from sales of furniture and sleep equipment exceed those from sales of other merchandise.

**Home furnishings stores (SIC 5713, 5714, and 5719)**—Establishments primarily engaged in the retail sale of home furnishings, such as china, glassware, and metalware for kitchen and table use, bedding and linen, brooms, brushes, lamps and shades, mirrors and pictures, venetian blinds, window shades, floor coverings and related products, draperies, curtains, slipcovers, and upholstery material.

**Household appliance, radio, television, and music stores (SIC 572 and 573)**—Comprise the following industries:

*Household appliance stores (SIC 572)*—Establishments primarily engaged in the retail sale of electric and gas refrigerators, stoves, and other household appliances such as electric irons, percolators, hot plates, and vacuum cleaners. Many such stores also sell radios and television sets.

*Radio and television stores (SIC 5732)*—Establishments primarily engaged in the retail sale and installation of radios, television sets, record players, high fidelity (hi-fi), and sound reproducing equipment. Such establishments also may sell additional lines such as household appliances, musical instruments, or records. Radio and television repair shops are classified in SIC 7622.

*Record shops (SIC 5733 pt.)*—Establishments primarily selling phonograph records and albums. Related merchandise also frequently is sold in these stores.

*Musical instrument stores (SIC 5733 pt.)*—Establishments primarily selling musical instruments such as organs, pianos, horns, stringed instruments, and percussion instruments. Other musical supplies also may be sold in these stores.

### **Eating and Drinking Places (SIC Major Group 58)**

This major group includes retail establishments selling prepared food and drinks for consumption on the premises; it also includes lunch counters and refreshment stands selling prepared foods and drinks for immediate consumption. Restaurants, lunch counters, and drinking places operated as a subordinate service facility by other establishments are not included in this industry unless they are operated as leased departments by outside operators. Thus, restaurants and coffee shops operated by hotels are classified in major group 70 and those operated by department stores are classified in major group 53.

**Eating places (SIC 5812)**—Includes retail establishments which sell prepared foods and beverages for consumption on or near



the premises. Included are restaurants and lunchrooms, social caterers, cafeterias, refreshment places, contract feeding locations, and ice cream and frozen custard stands.

**Drinking places (alcoholic beverages) (SIC 5813)**—Establishments primarily engaged in the retail sale of drinks such as beer, ale, wine, liquor, and other alcoholic beverages for consumption on the premises. The sale of food frequently accounts for a substantial portion of the receipts of these establishments.

### **Miscellaneous Retail Stores (SIC Major Group 59)**

This major group includes retail establishments not elsewhere classified. These establishments fall into the following categories: Drug stores, liquor stores, used merchandise stores, miscellaneous shopping goods stores, nonstore retailers, fuel and ice dealers, florists, cigar stores and stands, news dealers and newsstands, and miscellaneous retail stores not elsewhere classified.

**Drug and proprietary stores (SIC 591)**—Drug stores are establishments engaged in the retail sale of prescription drugs and patent medicines. They may carry a number of related lines, such as cosmetics, toiletries, tobacco, and novelty merchandise, and may operate a soda fountain or lunch counter. These stores are classified on the basis of their usual trade designation rather than on a strict interpretation of commodities handled.

Proprietary stores are establishments generally selling the same merchandise as drug stores, except that prescriptions are not filled and sold.

**Liquor stores (SIC 592)**—Establishments primarily selling packaged alcoholic beverages such as ale, beer, wine, and whiskey for consumption off the premises. Liquor stores operated by States, counties, and municipalities are included.

**Miscellaneous shopping goods stores (SIC 594)**—Comprises the following industries:

*General line sporting goods stores (SIC 5941 pt.)*—Establishments primarily selling a general line of sporting goods and equipment for hunting, camping, fishing, skiing, riding, tennis, golf, and other sports; and gymnasium and playground equipment.

*Specialty line sporting goods stores (SIC 5941 pt.)*—Establishments specializing in a maximum of four lines of sporting goods and equipment such as guns, bicycles, skiing, golfing, bowling, and billiards equipment. (In the 1972 census, specialty sporting goods stores were defined as establishments specializing in only one line of sporting goods.)

*Book stores (SIC 5942)*—Establishments primarily selling new books and periodicals. Stationery and related items may also be sold. Book clubs (not engaged in publishing) primarily selling new books through the mail are included in "mail order houses" (SIC 5961).

*Stationery stores (SIC 5943)*—Establishments primarily engaged in the retail sale of stationery such as paper and paper products (including printing and engraving), post cards, novelties, and school and office supplies. Stores specializing in the sale of artists' supplies are classified in SIC 5999.

*Jewelry stores (SIC 5944)*—Establishments primarily engaged in the retail sale of any combination of the lines of jewelry, such as diamonds and other precious stones; rings, bracelets, and brooches; sterling and plated silverware; and watches and clocks. Stores primarily engaged in watch and jewelry repair are classified in SIC 7631.

*Hobby, toy, and game shops (SIC 5945)*—Establishments primarily engaged in the retail sale of toys, games, and hobby kits and supplies. Establishments primarily engaged in selling artists' supplies or collectors' items, such as coins, stamps, and autographs, are classified in SIC 5999.

*Camera and photographic supply stores (SIC 5946)*—Establishments primarily engaged in the retail sale of cameras, film, and other photographic supplies and equipment. Establishments primarily engaged in finishing films are classified in SIC 7395.

*Gift, novelty, and souvenir shops (SIC 5947)*—Establishments primarily engaged in the retail sale of combined lines of gifts and novelty merchandise, souvenirs, and miscellaneous small art goods such as greeting cards and holiday decorations.

*Luggage and leather goods stores (SIC 5948)*—Establishments primarily engaged in the retail sale of luggage, trunks, and leather goods.

*Sewing, needlework, and piece goods stores (SIC 5949)*—Establishments primarily engaged in the retail sale of sewing supplies, fabrics, patterns, and other needlework accessories.

**Florists (SIC 5992)**—Establishments primarily engaged in the retail sale of cut flowers and growing plants. Stores primarily engaged in selling seeds, bulbs, and nursery stock are classified in SIC 5261, and greenhouses and nurseries primarily engaged in growing, in SIC 0181.

**Nonstore retailers (SIC 596)**—The establishments primarily engaged in these activities are not included in the Major Retail Centers series of reports, but are included in all other 1977 Census of Retail Trade publications. Included in this classification are mail order houses, automatic merchandising machine operators, and direct selling (house-to-house) establishments. (Data presented for direct selling establishments are limited to establishments with payroll.)

In this census, the sales made at catalog order desks in retail stores were tabulated as part of the stores' sales rather than as part of the sales of the mail order house. This conforms with the treatment of catalog desks in the 1972 censuses.





**Item 7 - METHOD OF SELLING** - Mark (X) the **ONE** box which best describes this establishment's principal method of selling.

300

1 ☐ Selling at this establishment    2 ☐ Mail order (catalog selling)    3 ☐ House-to-house or telephone (direct selling)    4 ☐ Operating merchandise vending machines**Item 8 - DEPARTMENT OR CONCESSION LOCATED IN THE ESTABLISHMENT OF ANOTHER FIRM**

302

a. Is the business at this location conducted as a department or concession (such as a shoe concession in a department store) in an establishment operated by another firm? Mark "YES" if ■ Customers normally consider this operation as part of the establishment operated by another firm, or if sales to customers are billed by that establishment.

1 ☐ YES2 ☐ NO

b. If "YES," enter the name and description (kind of business) of the establishment which is operated by the other firm.

Name of establishment

Kind of business

**Item 9 - DEPARTMENT OR CONCESSION LOCATED IN THIS ESTABLISHMENT**a. Were any departments or concessions, **NOT OWNED BY THIS FIRM**, operated within this establishment during 1977? (Exclude coin-operated amusement or vending machine space leased to others)

304

Mark "YES" if ■ Any department operated by another firm is normally considered by customers to be part of this establishment, or if this establishment bills customers for sales of such departments.

1 ☐ YES →

Enter number - List each one in b below

■ Any department is operated by a subsidiary firm or the parent firm.

2 ☐ NO - SKIP to item 10

b. List each department or concession. If more space is needed, attach a separate sheet providing the same information required below.

Line No.	Name of owner or trading name of department or concession (a)	Census use only	Kind of business of department or concession (b)	Estimated sales and receipts (Exclude sales and other taxes) (c)			Are sales included in Item 5a? (d)	Is payroll included in Item 6? (e)
				Mil.	Thou.	Dol.		
305		306		307			308	309
1							1 <input type="checkbox"/> YES 2 <input type="checkbox"/> NO	1 <input type="checkbox"/> YES 2 <input type="checkbox"/> NO
305		306		307			308	309
2							1 <input type="checkbox"/> YES 2 <input type="checkbox"/> NO	1 <input type="checkbox"/> YES 2 <input type="checkbox"/> NO
305		306		307			308	309
3							1 <input type="checkbox"/> YES 2 <input type="checkbox"/> NO	1 <input type="checkbox"/> YES 2 <input type="checkbox"/> NO

**Item 15 - OWNERSHIP OR CONTROL** - Refer to instructions for definitions of ownership and control.

Enter the company name and address (street name and number, city, State, ZIP code) and EI Number. If more space is needed to list companies, attach a separate sheet.

a. Is this company owned or controlled by another company?

1 ☐ YES →2 ☐ NO

Owning or controlling company

EI No. (9 digits)

b. Does this company own or control any other company or companies?

1 ☐ YES →2 ☐ NO

Owned or controlled company

EI No. (9 digits)

**Item 16 - LOCATIONS OF OPERATION**

a. Were the operations under the EI Number shown in the mailing label (or as corrected in item 2) conducted at more than one location during 1977? (Including all selling or service locations and any other facilities such as warehouses, administrative offices, etc.)

1 ☐ YES - Answer (b) and (c)2 ☐ NO - Do not complete (b) and (c) below. Review your report for completeness and accuracy and return.

Number of locations

b. At how many separate locations were these operations conducted during 1977?

c. List each location - including main location. If more space is needed, attach a separate sheet providing the same information required below.

Census use only	Physical location of each operation Name, address and ZIP code (a)			1977 sales and receipts and annual and 1st quarter payrolls Totals should equal items 5a and 6a(1) and (2) (b)			Number of paid employees for the pay period including the 12th of each month Totals should equal corresponding entries in item 6b (c)		Kind of business of each location Describe (d)
				Mil.	Thou.	Dol.			
080	Name			081			084 MAR	085 MAY	
	Number and street of physical location			082			086 AUG	087 NOV	
	City	State	ZIP code	083					088 Census use only

080	Name			Sales and receipts	081			084 MAR	085 MAY	
	Number and street of physical location			Total annual payroll	082			086 AUG	087 NOV	
	City	State	ZIP code	1st quarter payroll	083					088 Census use only
TOTALS (Sum of entries should equal corresponding entries in items 5a and 6 on page 1)				Sales and receipts				MAR	MAY	
				Total annual payroll				AUG	NOV	
				1st quarter payroll						



## APPENDIX C. Kind-of-Business Titles and Reporting-Form Numbers

Listed below are retail kind-of-business titles and their corresponding reporting-form numbers. Requests for copies of any of these forms, including the inquiries used to classify establishments by kind of business, should be directed to the Business Division, Bureau of the Census, Washington, D.C. 20233.

SIC code	Title	Report- ing form CB—	SIC code	Title	Report- ing form CB—
52	<b>BUILDING MATERIALS, HARDWARE, GARDEN SUPPLY, AND MOBILE HOME DEALERS</b>		56	<b>APPAREL AND ACCESSORY STORES</b>	
5211	Lumber and other building materials dealers . . .	52A	5611	Men's and boys' clothing and furnishings stores . . . . .	56
5231	Paint, glass, and wallpaper stores . . . . .	52B	5621	Women's ready-to-wear stores . . . . .	56
5251	Hardware stores . . . . .	52B	5631 PT.	Millinery stores . . . . .	56
5261	Retail nurseries, lawn and garden supply stores . . . . .	52B	5631 PT.	Corset and lingerie stores . . . . .	56
5271	Mobile home dealers . . . . .	52C	5631 PT.	Other women's accessory, specialty stores . . . .	56
53	<b>GENERAL MERCHANDISE GROUP STORES</b>		5641	Children's and infants' wear stores . . . . .	56
5311	Department stores . . . . .	53A	5651	Family clothing stores . . . . .	56
5331	Variety stores . . . . .	53B	5661 PT.	Men's shoe stores . . . . .	56
5399	Miscellaneous general merchandise stores . . . .	53A	5661 PT.	Women's shoe stores . . . . .	56
			5661 PT.	Children's and juveniles' shoe stores . . . . .	56
			5661 PT.	Family shoe stores . . . . .	56
54	<b>FOOD STORES</b>		5681	Furriers and fur shops . . . . .	56
5411	Grocery stores . . . . .	54	5699	Miscellaneous apparel and accessory stores . . . .	56
5422	Freezer and locker meat provisioners . . . . .	54			
5423 PT.	Meat markets . . . . .	54	57	<b>FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES</b>	
5423 PT.	Fish (seafood) markets . . . . .	54	5712	Furniture stores . . . . .	57A
5431	Fruit stores and vegetable markets . . . . .	54	5713	Floor covering stores . . . . .	57B
5441	Candy, nut, and confectionery stores . . . . .	54	5714	Drapery, curtain, and upholstery stores . . . . .	57B
5451	Dairy products stores . . . . .	54	5719	Miscellaneous home furnishings stores . . . . .	57B
5462	Retail bakeries—baking and selling . . . . .	54	5722	Household appliance stores . . . . .	57A
5463	Retail bakeries—selling only . . . . .	54	5732	Radio and television stores . . . . .	57A
5499	Miscellaneous food stores . . . . .	54	5733 PT.	Record shops . . . . .	57B
55	<b>AUTOMOTIVE DEALERS AND GASOLINE SERVICE STATIONS</b>		5733 PT.	Musical instrument stores . . . . .	57B
5511 PT.	Dealers with domestic car franchise only . . . .	55A			
5511 PT.	Dealers with imported car franchise only . . . .	55A	58	<b>EATING AND DRINKING PLACES</b>	
5511 PT.	Dealers with domestic, import car franchises . .	55A	5812 PT.	Restaurants and lunchrooms . . . . .	58
5521	Motor vehicle dealers—used cars only . . . . .	55A	5812 PT.	Social caterers . . . . .	58
5531 PT.	Tire, battery, and accessory dealers . . . . .	55B	5812 PT.	Cafeterias . . . . .	58
5531 PT.	Other auto and home supply stores . . . . .	55B	5812 PT.	Refreshment places . . . . .	58
5541	Gasoline service stations . . . . .	55D	5812 PT.	Contract feeding . . . . .	58
5551	Boat dealers . . . . .	55C	5812 PT.	Ice cream, frozen custard stands . . . . .	58
5561	Recreational and utility trailer dealers . . . . .	55C	5813	Drinking places (alcoholic beverages) . . . . .	58
5571	Motorcycle dealers . . . . .	55C			
5599	Automotive dealers, n.e.c. . . . .	55C			

SIC code	Title	Report- ing form CB—	SIC code	Title	Report- ing form CB—
59	<b>MISCELLANEOUS RETAIL STORES</b>			<b>MISCELLANEOUS RETAIL STORES—Con.</b>	
5912 PT.	Drug stores .....	59A	5962	Automatic merchandising machine operators .....	58
5912 PT.	Proprietary stores .....	59A			
5921	Liquor stores .....	59G	5963 PT.	Furniture, home furnishings, equipment— direct selling .....	57A
5931	Used merchandise stores .....	59G	5963 PT.	Mobile food service—direct selling .....	58
5941 PT.	General line sporting goods stores .....	59C	5963 PT.	Books and stationery—direct selling .....	59B
5941 PT.	Specialty line sporting goods stores .....	59C	5963 PT.	Other direct selling .....	59G
5942	Book stores .....	59B	5982	Fuel and ice dealers, n.e.c. ....	59E
5943	Stationery stores .....	59B	5983	Fuel oil dealers .....	59E
5944	Jewelry stores .....	59D	5984	Liquefied petroleum gas (bottled gas) dealers ..	59E
5945	Hobby, toy, and game shops .....	59B	5992	Florists .....	59F
5946	Camera and photographic supply stores .....	59B	5993	Cigar stores and stands .....	59G
5947	Gift, novelty, and souvenir shops .....	59B	5994	News dealers and newsstands .....	59G
5948	Luggage and leather goods stores .....	59B	5999 PT.	Pet shops .....	59G
5949	Sewing, needlework, and piece goods stores .....	59B	5999 PT.	Typewriter stores .....	59B
5961 PT.	Department store merchandise—mail order ....	53A	5999 PT.	Optical goods stores .....	59G
5961 PT.	General merchandise, n.e.c.—mail order .....	53A	5999 PT.	Other retail stores, n.e.c. ....	59G
5961 PT.	Other mail-order houses .....	53A			

## APPENDIX D. Standard Metropolitan Statistical Areas

(Titles and definitions of the SMSA's in the State established by the Department of Commerce, Office of Federal Statistical Policy and Standards, as of December 1977)

### ASHEVILLE SMSA

Consists of Buncombe and Madison Counties, N.C.

### BURLINGTON SMSA

Coextensive with Alamance County, N.C.

### CHARLOTTE-GASTONIA SMSA

Consists of Gaston, Mecklenburg, and Union Counties, N.C.

### FAYETTEVILLE SMSA

Coextensive with Cumberland County, N.C.

### GREENSBORO—WINSTON-SALEM—HIGH POINT SMSA

Consists of Davidson, Forsyth, Guilford, Randolph, Stokes, and Yadkin Counties, N.C.

### NORFOLK-VIRGINIA BEACH-PORTSMOUTH, VA.-N.C. SMSA<sup>1 2</sup>

Consists of Chesapeake, Nansemond, Norfolk, Portsmouth, Suffolk, and Virginia Beach cities, Va., and Currituck County, N.C.

### RALEIGH-DURHAM SMSA

Consists of Durham, Orange, and Wake Counties, N.C.

### WILMINGTON SMSA

Consists of Brunswick and New Hanover Counties, N.C.

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<sup>1</sup> Nansemond city deleted since 1972 Economic Censuses.

<sup>2</sup> MRC data for this SMSA appear only in the Va. MRC report.





## APPENDIX E. Major Retail Centers

### CHARLOTTE—GASTONIA, N.C., SMSA

MRC No. 2—Includes the planned center known as "Eastland Mall" and establishments on Central Ave. from North Sharon-Amity Rd. to Albemarle Rd. (Charlotte) (In tract 16.02)

MRC No. 3—Includes the planned centers known as "Amity Gardens" and "Coliseum Center" and establishments on East Independence Blvd. from west of Norland Rd. to Pierson Dr. (Charlotte) (In tract 18)

MRC No. 4—Includes the planned center known as "Gaston Mall" bounded by Wilkinson Blvd., Cox Rd., Interstate 85, and the west property line of the mall. (Gastonia) (In tract 321)

MRC No. 5—Includes the planned centers known as "Eastridge Mall," "Grant City Plaza," and "Akers Shopping Center" and adjacent establishments on Wilkinson Blvd. and North New Hope Rd. (Gastonia) (In tracts 321, 326 and 327)

MRC No. 6—Includes the planned center known as "Southpark Shopping Center" bounded by Sharon Rd., Fairview Rd., Barclay Downs Rd., and Morrison Blvd. (Charlotte) (In tract 29.01)

MRC No. 7—Includes the planned centers known as "Freedom Mall," "Freedom Village Shopping Center," "Freedom Mart" and "K-Mart Shopping Center" and adjacent establishments on Freedom Dr., Ashley Rd. and Ledwell Ave. (Charlotte) (In tracts 40 and 42)

MRC No. 8—Includes the planned center known as "Tryon Mall" and establishments on East Sugar Creek Rd. from State Hwy. 49 to Raleigh St. and on State Hwy. 49 from East Sugar Creek Rd. to the rear property line of the mall. (Charlotte) (In tract 53.02)

### FAYETTEVILLE, N.C., SMSA

MRC No. 1—Includes the planned centers known as "Cross Creek Mall" and "Westwood Shopping Center" and establishments in the area bounded by U.S. 401 Bypass, McPherson Church Rd., and Morganton Rd. (Fayetteville, Cumberland County) (In tract 20)

MRC No. 2—Includes the planned center known as "Tallywood Shopping Center" and establishments on Raeford Rd. from Owen Drive Exwy. to Amigo Dr., and on Owen Dr. from Owen Drive Exwy. to Raeford Rd. (Fayetteville, Cumberland County) (In tracts 7 and 18)

### FAYETTEVILLE, N.C., SMSA—Con.

MRC No. 3—Includes the planned centers known as "King Shopping Center" and "Eutaw Shopping Center" and establishments on Bragg Blvd. from U.S. 401 Bypass to Stamper Rd., on Fort Bragg Rd. from Bragg Blvd. to Stamper Rd., and on Elm St. from Bragg Blvd. to Rodgers Dr. (Fayetteville, Cumberland County) (In tract 9)

### GREENSBORO—WINSTON-SALEM—HIGH POINT, N.C., SMSA

MRC No. 1—Includes the planned center known as "Four Seasons Mall," bounded by the Four Seasons Mall property line to Interstate 40, Vanstory St., and Pinecroft Rd. (Greensboro) (In tract 126.10)

MRC No. 2—Includes the planned center known as "Carolina Circle Mall," bounded by Cone Blvd., Cheshire Way, Mall Pl., 16th St., and O. Henry Blvd. (Greensboro, Guilford County) (In tract 154)

MRC No. 3—Includes the planned centers known as "Northeast Shopping Center" and "Summit Shopping Center" at the intersection of Bessemer Ave. and Summit Ave. (Greensboro) (In tracts 101 and 109)

MRC No. 4—Includes the planned center known as "Thruway Shopping Center" and establishments in the area bounded by Interstate 40, the east property line of the center, S. Stratford Rd., and the west property line of the center. (Winston-Salem) (In tract 24)

MRC No. 5—Includes the planned center known as "Parkway Plaza Shopping Center" and establishments on Corporation Pkwy. from Peters Creek Pkwy. to Konnoak Dr., and on Peters Creek Pkwy. from Salisbury Rd. to the 2600 block. (Winston-Salem) (In tract 19.02)

MRC No. 6—Includes the planned centers known as "Friendly Center" and "Forum VI" in the area bounded by Buffalo Creek (property line), Green Valley Rd., Friendly Ave., and the zoning boundary line extending south from the west side of Forum VI to Friendly Rd. (Greensboro) (In tract 125.09)

MRC No. 7—Includes the planned center known as "Hanes Mall," bounded by Silas Creek Pkwy., the Winston-Salem city limits, the southern property line of the center, and Stratford Rd. (Forsyth County) (In tract 38.01)

MRC No. 10—Includes the planned center known as "Westchester Mall" and establishments at the intersection of Coventry Rd. and Westchester Dr. (High Point) (In tract 144.07)

GREENSBORO—WINSTON-SALEM—HIGH POINT, N.C.,  
SMSA—Con.

MRC No. 11—Includes the planned center known as "Northside Shopping Center" and establishments on N. Patterson Ave. from 3330-3500. (Winston-Salem) (In tract 15)

RALEIGH-DURHAM, N.C., SMSA

MRC No. 1—Includes the planned center known as "South-square Shopping Center" and establishments on Chapel Hill Blvd., University Dr., Westgate, and Shannon Rd. (Durham) (In tract 20.05)

MRC No. 2—Includes the planned center known as "North Hills Mall Shopping Center" and establishments on Six Forks Rd. from Rowan St. to U.S. Hwy. 1 Bypass. (Raleigh) (In tracts 26.01 and 26.03)

MRC No. 3—Includes the planned center known as "Cameron Village Shopping Center," bounded by Smallwood Dr., Clark Ave., and Oberlin Rd. (Raleigh) (In tract 12)

MRC No. 4—Includes establishments at the intersection of Interstate Hwy. 85 (U.S. 70) and Avondale Dr., on Roxboro Rd. from 1900 to 2300, and on Avondale Dr. from 2000 to 2206. (Durham) (In tract 1)

MRC No. 5—Includes the planned center known as "Crabtree Valley Shopping Center" and establishments in the area bounded by Creedmoor Rd., Glenwood Ave., Blue Ridge Rd., and Crabtree Creek. (Raleigh) (In tract 25.01)

MRC No. 7—Includes the planned center known as "Wellons Village Shopping Center" and establishments on Holloway St. from Hardee St. to Raynor St., and on N. Miami Blvd. from Liberty St. to Fiske. (Durham) (In tract 10.02)

MRC No. 8—Includes the planned center known as "Northgate Shopping Center" and establishments on Club Blvd. from Guess Rd. to Gregson St. (Durham) (In tract 3.01)

WILMINGTON, N.C., SMSA

MRC No. 1—Includes the planned centers known as "Kings Plaza Shopping Center," "Port City Shopping Center," and "Carolina Beach Road Shopping Center" and adjacent establishments on Shipyard Blvd., and establishments on Carolina Beach Rd. from Hart St. to 2899. (Wilmington, New Hanover County) (In tracts 107 and 108)

MRC No. 2—Includes the planned centers known as "Azalea Shopping Center" and "Hanover Shopping Center" and adjacent establishments on Floral Pkwy. and Oleander Dr. (Wilmington) (In tracts 105 and 106)

MRC No. 3—Includes the planned centers known as "North 17 Shopping Center" and "Market Plaza" and adjacent establishments on Market St., Princess Place Dr. and South Kerr Ave. (Wilmington) (In tracts 103, 105 and 116)

MRC No. 4—Includes the planned center known as "Winter Park Shopping Center" and establishments on South College Rd. from the 800 block to Oleander Dr., on Kerr Ave. from Wilshire Blvd. to Park Ave., on Oleander Dr. from the 4000 block to Pine Grove Dr., and establishments on Pine Grove Dr., Park Ave. and Wilshire Blvd. (Wilmington, New Hanover County) (In tracts 105, 106 and 119)

MRC No. 5—Includes the planned center known as "Longleaf Mall Shopping Center" and adjacent establishments on Shipyard Blvd. and South College Rd. (Wilmington) (In tract 120)



## APPENDIX F. Major Retail Center Delineation by Geographic Areas

[Delineation identification symbols: "CSAC"—Census Statistical Areas Committee, "F"—Bureau of the Census, Field Division, and "N"—no delineation since area had no MRC's in 1977. For definition of each SMSA, see appendix D]

AREA	MRC DELINEATOR
Asheville SMSA	N
Burlington SMSA	N
Charlotte-Gastonia SMSA	CSAC
Fayetteville SMSA	CSAC
Greensboro—Winston-Salem— High Point SMSA	
Davidson County	N
Forsyth County	CSAC
Guilford County	CSAC
Randolph County	N
Stokes County	N
Yadkin County	N
Raleigh-Durham SMSA	
Durham County	CSAC
Orange County	N
Wake County	CSAC
Wilmington SMSA	CSAC



## PUBLICATION PROGRAM

### 1977 CENSUS OF RETAIL TRADE

Publications of the 1977 Census of Retail Trade, containing data on retail establishments in the United States, are described below. Publications order forms for the specific reports may be obtained from any Department of Commerce district office or from Subscriber Services Section (Publications), Bureau of the Census, Washington, D.C. 20233.

Advance geographic area data from the 1977 census were issued in press releases. Final detailed statistics are issued in separate paperbound reports. These reports subsequently are assembled and reissued in cloth-bound volumes.

#### Final Reports

##### Geographic Area series—52 reports (RC77-A-1 to -52)

A separate paperbound report is being published for each State, the District of Columbia, and the United States. Each report contains general statistics on number of establishments, sales, payroll, employment, and number of proprietorships and partnerships for the State by detailed kinds of business; and for SMSA's, all counties, and cities with 500 retail establishments or more by kind-of-business detail appropriate to the size of the area. For all cities of 2,500 inhabitants or more and for all counties, in addition to the above census data items for total retail trade, statistics are furnished on number of establishments and sales for the 10 major kind-of-business groups. For each State, 1972 and 1977 comparisons show sales per establishment, sales per employee, payroll per employee, and number of employees per establishment as well as percent changes in sales, payroll, and employment between 1972 and 1977. Also published (for 1977 only) are sales per capita and the number of inhabitants per establishment.

##### Subject series—2 reports (RC77-S-1 and -2)

The first report (RC77-S-1) presents data based on size of establishment, size of company or firm (firm size is based on all establishments operated by a firm within the same kind of business, or kind-of-business group, for which data are presented), and legal form of organization. Establishment statistics are presented by sales size and by employment size; statistics for firms, by sales size (including concentration by largest firms), by employment size, and by number of establishments operated (single units and multiunits). Statistics are presented, by kind of business, on the number of establishments, sales, payroll, and employment for the United States.

A miscellaneous subjects report (RC77-S-2) contains data on eating and drinking places, gasoline service stations and liquified petroleum (LP) gas dealers, and other miscellaneous subjects. Data are presented for the United States as a whole and, where feasible, for States and SMSA's.

##### Major Retail Center series—49 reports (RC77-C-1 to -49)

A separate report is being issued for the District of Columbia and each State, except for Vermont and Wyoming which have no SMSA's. Each report presents statistics by varied kind-of-business detail on number, sales, payroll, and employment for retail establishments.

Data are shown for each SMSA in the State, each central city and all other SMSA cities of 50,000 inhabitants or more, each central business district (CBD), and each major retail center (MRC) in the SMSA. Percent change in sales, 1972 to 1977, and percent distribution of 1977 sales are presented by kind of business for CBD's, cities, and SMSA's in areas which have CBD's with 100 or more retail establishments. Maps show the total area covered, define the CBD's, and locate the MRC's in each SMSA.

##### Merchandise Line Sales—1 report (RC77-L)

A single report is being issued for the United States. Data for States, SMSA's, and the area within the State outside of any SMSA are to be issued on microfiche on a State-by-State basis. Tables present data for each kind of business for employer establishments, and show for each merchandise line the number of establishments handling the line and their sales of the line; the percentage of total sales of the kind of business accounted for by each of the lines carried; and, for establishments actually handling a specific line, the percentage of their total sales represented by sales of that line. Summary data are also provided for the 31 broad merchandise lines asked of all retailers, including counts of establishments and the amount and percent of the line sold by various kinds of retail businesses.

#### Final Report Volumes

- Volume I. Retail Trade—Summary Statistics. Includes data previously issued in series RC77-S and RC77-L.
- Volume II. Retail Trade—Geographic Area Statistics. Includes data previously issued in series RC77-A.
- Volume III. Retail Trade—Major Retail Centers. Includes data previously issued in series RC77-C.

#### Microfiche

In addition to microfiche of all "published" retail trade data, some "unpublished" data which are not included in printed reports are available on microfiche.

#### Computer Tapes

Public-use computer tapes contain the same summary statistics that are found in the published reports. Public-use computer tapes are available for users who wish to summarize, rearrange, or process large amounts of data.

### OTHER ECONOMIC CENSUSES REPORTS

Data on wholesale trade, service industries, construction industries, manufactures, mineral industries, enterprise statistics, minority-owned businesses, women-owned businesses, and transportation also are issued as part of the 1977 Economic Censuses. A separate series of reports covers the censuses of outlying areas—Puerto Rico, Virgin Islands of the United States, and Guam. Separate announcements describing these reports are available free of charge from Subscriber Services Section (Publications), Bureau of the Census, Washington, D.C. 20233.



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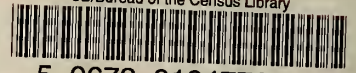








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